T.V. Guide Jack Harrison

How Gleason Got Berle's Job

TV GUIDE

LOCAL PROGRAM LISTINGS

WEEK OF JAN. 29 - FEB. 4

15¢

Martha Raye

as we see it

If we have belabored the subject of television's effect on youngsters, it is because the matter is a controversial one and we feel quite strongly about it. Public surveys, polls of newspapermen and even a Congressional committee have looked into the alleged relationship between crime programs and juvenile delinquency. Others have been concerned about television programs' causing emotional upsets in youngsters, nightmares, a warped perspective of modern life, and anything else one can think of—all the way from defective jaw alignment (because kids rest chins on palms) to bowed legs (from straddling hassocks).

One of the most intelligent—and conclusive—surveys to appear was in a recent issue of a monthly family magazine. The publication polled 16 experts, including such men as J. Edgar Hoover, Dr. William C. Menninger, and Dr. Benjamin Spock, on the effect of TV on children.

Those three men answered, "No" when asked whether, in their judgment, television programs are responsible for juvenile delinquency. Mr. Hoover, as do all of us, deplored unrestrained portrayal of torture and fantastic violence, but said: "We feel that programs that portray crime in its proper light and which, through educational means, awaken Americans to action, have a proper place on radio and television."

Some of the respondents blame parents for using TV as a "baby sitter."

"We can only hope to cultivate good taste by developing good taste ourselves and helping our children to be sure to see the programs that are good programs," said one.

Apparently, there is more *parental* delinquency in connection with television than *juvenile* delinquency.

Week of Jan. 29—Feb. 4
LOCAL PROGRAM GUIDE

TV GUIDE

Opens Opposite Page 12

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How Gleason Got Berle's Job

When word got around, two years ago, that Milton Berle was going to change the format of his television show, a number of Madison Avenue and Broadway wiseacres made pointed remarks. The prize crack—at least the one that was repeated most—came from a chubby comic who then was on his way up. "What's Berle going to try now?" he asked. "Comedy?"

The chubby comic, Jackie Gleason, was showing less than professional respect for the Uncle Miltie who once was acclaimed "King" of television. He showed even less respect more recently when he pulled Berle's sponsor right out from under him. And Gleason not only grabbed Buick; he negotiated a contract worth $11,000,000 of Buick's money—lots, lots more than Berle was getting from the auto company.

Judging from Madison Avenue reaction to the news, it was a shock the likes of which had not been seen in show business circles since Booth shot Lincoln. But this time the news traveled faster—almost as fast as the rumors as to how Gleason had managed to pull it off. If Jackie were to get one dollar for each rumored reason for the Buick switch from Berle to Gleason, he'd be a rich man—even without Buick's $11,000,000. Even without his new $5,000,000 CBS deal, which will pay him a minimum of $100,000 a year for 15 years after Buick's contract expires and $350,000 for a summer replacement show and $1,560,000 a year for five years for the Gleason-owned Dorsey Brothers show. Even without his new reducing pill project, his recordings, his various other sources of income.

* * *

But Jackie, busy with his Saturday night show, recording sessions, guest appearances and occasional dramatic shots, let others worry about rumors. He was working at perfection, at unusual effects. For a sample, see the next two pages.

Meanwhile, back on Madison Avenue, the Kudner agency, which has the Buick account, was not talking—publicly. A gentleman well versed in Madison Avenue secrets, however, insists that the switch was not Kudner's idea, but grew out of a complaint by Buick dealers. Said dealers were agitated because Smilin' Ed Sullivan had done such a magnificent job, traveling and working overtime merchandising Lincoln-Mercury autos for his sponsor. Berle, said the dealers, confined his work for Buick to a single hour two Tuesdays a month. Berle also didn't win too many friends at Buick when, a couple of months ago, he insisted on buying a Cadillac. And his jokes about Buick, while certainly not funny, could have irritated some dealers. Sample:

Miltie (playing golf): "I need a caddy. Whoops, I meant a Buick."

Still, Buick has bettered its position among auto sales leaders during the two-year period it has sponsored the Berle show. Uncle Miltie could very well claim some credit for those sales, even if he didn't go in for merchandising the autos.

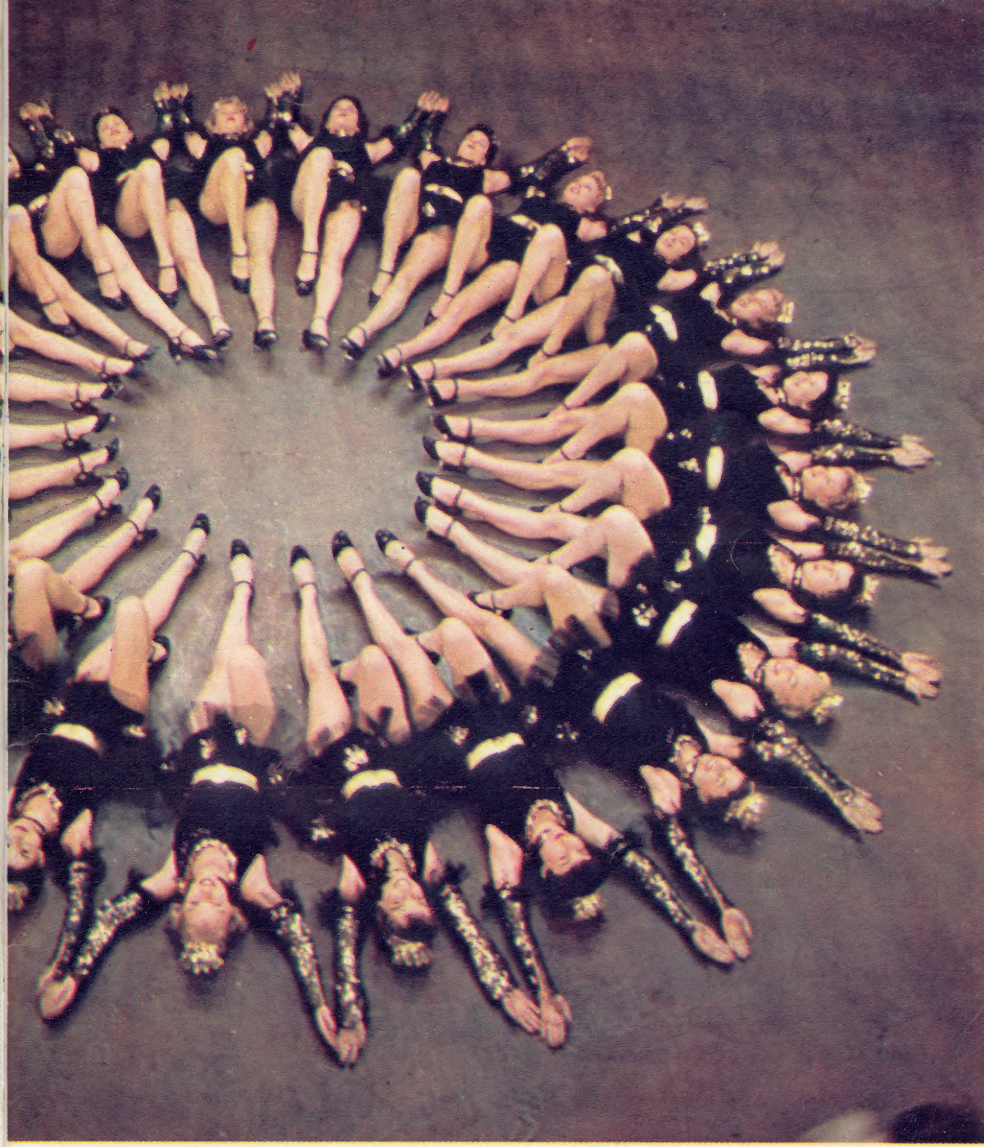
Razzle Dazzle Dept. / Continued on Inside Back Cover

June Taylor outlines the plan to dancers.

It's All Done With Mirrors

Jackie Gleason Sends Camera Aloft For Unusual Effects

One reason Jackie Gleason (see preceding page) is on top is that he isn't afraid to go all out to put his show across. He and his choreographer, June Taylor, went back to the



Busby Berkeley era of Hollywood spectacles to add a new dimension to TV dance routines. They hoisted a camera (left) 50 feet above the girls. Its lens points directly ahead into a small attached mirror, angled at 45 degrees to pick up the group below. The photo above shows how the scene appears on your TV set. See what a little imagination can do?

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TUBE DIVISION ***HARRISON, N. J.***

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Betty White: pets are Danny, a poodle; Bandy, a Pekinese; Stormy, a St. Bernard.

We Like Humans, Too

DOGS SPEAK UP FOR TV STARS

If television isn't going to the dogs, certainly lots of the stars are—for pets, anyway. And the canines seem to enjoy it every bit as much as the humans. For example, there's Betty White and Stormy. He's the St. Bernard at the top of the page, who tips the scales at 185 pounds and gets his greatest pleasure from sleeping in the bathtub. Then there's Rusty Hamer, who frequently steals *Make Room for Daddy* away from Danny Thomas. His pet is Lady Gwendolyn, one of the Lassie tribe. Joan Caulfield got her Davy right out of the dog pound—and a luckier animal never lived. She brings him up—well, part of the way—on eggs and milk. Then there's Alix Talton, who appears with Joan on *My Favorite Husband*. Her favorite is Pepe, a French poodle provided by her TV director husband, George Cahan, as a Christmas gift.

Rusty and Gwendolyn: he's 7; she's 5.

Alix Talton: Pepe sits for her. ▶

(THEIR OWNERS, OF COURSE)

Joan Caulfield: one from the pound.

Sherwood at rehearsal: from left, Wallace Rooney, John Cassavetes, Janice Rule.

'You Have To Clobber Them!'

A NOTED PLAYWRIGHT GIVES HIS VIEWS ON TV SCRIPTS

Any way you slice it, Robert E. Sherwood is a big man among U.S. writers. He towers 6 feet, 7 inches above floor level and boasts four Pulitzer Prizes and a Hollywood Oscar for contributions to printed page, stage and screen. But has this literary giant encountered a giant killer in TV?

Two seasons ago, with hot and heavy hoopla, NBC announced it had signed the author of "The Petrified Forest," "Abe Lincoln in Illinois," "The Best Years of Our Lives" and other distinguished Broadway and Hollywood offerings, to a three-year, nine-play contract. Ostensibly, these "originals" were to be introduced at the rate of three per season.

Sherwood's first script, "The Backbone of America," was presented in December, 1953. A comedy about high-pressure promotion methods and

the revolt of an "average man," it reaped few hurrahs.

"The Trial of Pontius Pilate" was tentatively scheduled for Easter, 1954. It didn't go on. In fact, a second Sherwood opus wasn't telecast for nine months. "Diary," a somber melodrama about an ill-fated love, the critics found somewhat more impressive.

What is Sherwood's reaction to this lukewarm reception? Does he favor giving TV back to the Indians, the situation comedy heroines and the private eyes?

Not at all, he reports. He's still enthusiastic about TV, as both writer and viewer. He intends to complete the nine plays called for by the NBC contract. Three "costume plays" are already finished; two other items—a modern whodunit comedy and a farce *about* TV—are in the works.

Sherwood says he suspected that his first TV play would be soundly drubbed and that he would be accused of "writing down."

That charge, he says, is entirely without basis. "If a writer goes into anything with the feeling that he's slumming, what he writes is practically certain to be no good. If *I* approached TV that way, it would be a form of death—not for TV; for me."

Does TV offer different problems than the stage? Yes, says Sherwood—and no. "One difficulty on TV," he comments, "is that you have to compel viewers' attention immediately. You have to reach out from the screen and clobber them over the head. You've got to show at once that the next hour is going to be terribly exciting, interesting, amusing.

"You don't get the benefit of the patience an audience in a theater accords a playwright. It's difficult to find the time to establish your characters as three-dimensional."

On the other hand, he feels TV offers less restriction on subject matter. "The writer has absolutely unlimited opportunities—not financially, but to write really good stuff. He has more freedom in selecting locales, too." However, scenes must be kept intimate; characters, few.

Other Sherwood views on TV drama: "Television is responsible for the rejuvenation of the living theater. It gives writers a chance to practice their craft and avoid starvation, and has already produced some brilliant playwrights. . . .

"If I had seen either of my plays on a screen before it was shown, I certainly would have made changes. A local tryout one week before the network telecast would be fine. . . .

"TV criticism is extremely good. The TV industry is very lucky to have received such criticism at such an early stage in its career."

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Inga Rundvold: a ballet dancer helps.

Hips, Hips, Away!

Here Are Exercises For Battle Of Bulge

By Inga Rundvold

Miss Rundvold telecasts Inga's Angle *on Station WRC-TV, Washington, D.C.*

What's my angle? Making women of Washington more aware of their loveliness! Many of our viewers feel that, by faithfully following my diet and exercise instructions, they actually see the pounds melt away. I use a professional ballet dancer to carry out the exercises.

For the hips: ROLY-POLY—Lie on back with arms out straight from shoulders. Keep back tight to floor. Roll hips to the left. Kick right foot to touch left hand. Roll to right, kick left foot. Repeat.

HIP WALK—Sit on floor, feet together. Bend arms at elbow, hold hands to front. Walk forward and backward on hips.

For the waist: CINCHER—Sit on floor, feet apart. Clasp hands behind head, keep back straight. Tip torso to right. Touch right elbow to floor. Repeat to left. Bring elbows forward. Bend to touch elbows to floor in front. Repeat.

THE SCALE—Lie on back with arms at side. Lift both legs—point toes to ceiling. Drop legs s-l-o-w-l-y to floor. Repeat.

For the legs: CHORUS ROUTINE—Lie on left side. Rest head on left arm. Extend right arm over head. Lift right arm and right ankle to touch eight times. Move right arm in front of chest for support. Kick right leg to ceiling eight times. Circle leg eight counts to the ceiling and back to floor, then circle both legs. Turn to right and repeat.

For face and neck: CHIN STRAP—Lie on back, hands folded over chest. S-l-o-w-l-y lift head, touch chin to chest. S-l-o-w-l-y drop head to floor. Repeat.

HEAD START—Rest on hands and knees. Touch head to floor. Straighten knees, lifting body. Walk feet slowly up to hands, walk back. Return to knees and repeat.

Golden Gate Dateline

Godfrey Plays Cupid

The personal lives of his "friends" continue to intrigue Arthur Godfrey—and to make newspaper headlines.

Dorothy McGuire, of Godfrey's singing McGuire sisters, and her husband, Sgt. John H. Brown, have been separated for some time now. Dorothy's heart, if not her hand, reportedly belonged to ex-Godfreyite Julius LaRosa. But Arthur invited Sgt. and Mrs. Brown to join a week-end flight to Miami aboard his private plane.

Arthur was reported as saying, "I've got my fingers crossed. They look so very happy." Later, Dorothy told reporters she and her husband were planning to try again to make a go of their marriage.

TV Football Fight: The Pacific Coast Conference has refused to go along with another year of the NCAA's "Game of the Week" TV football policy. The West Coasters, like the Big 10, prefer weekly telecasting of several games of regional interest, rather than a single game for the entire country.

A Full Notebook: One page of *Neal's Notebook* ("Spotlight on Medicine," each Wednesday at 5:15 P.M. on 8) featured a full-scale mock operation by doctors and nurses from the Salinas Valley Memorial Hospital. Another page exposed the profile of Hank Ketchum, father of Dennis, the Menace, to a sculptor. A future page, "Music Room," will bring concert pianist Gilbert Boyer and emcee Neal Edmondson together sleuthing through Tin Pan Alley for tunes stolen from the classics. First victim will be "I'm Always Chasing Rainbows" written 100 years ago by Fredrick Chopin.

Channel Chatter: *Our Rugged Constitution* produced by Stanford University (9 at 7:30 P.M. Friday) is now kinescoped for national distribution . . . a special March of Dimes program is scheduled on 4 at 6:30 P.M. and 9 P.M. Tuesday . . . Lee Giroux, 7's 10:30 P.M. newsman, received the Variety Club award for his work with the last four Cerebral

(Continued on page A-6)

channels listed in program section

4 **KRON-TV** (NBC).....929 Mission Street, San Francisco 19. (GArfield 1-1100)
5 **KPIX** (CBS).....2655 Van Ness Avenue, San Francisco 9. (PRospect 6-5100)
7 **KGO-TV** (ABC).....277 Golden Gate Avenue, San Francisco 2. (UNderhill 3-0077)
8 **KSBW-TV** (Ind.) 238 John Street, Salinas; **KMBY-TV** (Ind.) 468 Calle Principal, Monterey.
9 **KQED** (Educ.).....165 Post Street, San Francisco 8. (YUkon 6-5910)
13 **KOVR** (Du Mont).....225 E. Miner Avenue, Stockton. (HOward 6-6981)
32 **KSAN-TV** (Ind.).....1355 Market Street, San Francisco 3. (MArket 1-8171)
36 **KTVU** (NBC).....2293 E. Main Street, Stockton 5. (HOward 5-7271)
40 **KCCC-TV** (Ind.).....Television City, Garden Highway, Sacramento. (WAbash 5-3533)

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Member: Audit Bureau of Circulations

TV Programs

For Week Beginning January 29, 1955

SATURDAY
MORNING

7:00 5 KPIX Feature
7:30 5 Film Feature
8:00 5 Western Farm and Family
8:30 5 Winky Dink and You—Kids
Jack Barry and Winky ask their artistic pals to draw the dashboard of a motorboat and then go for a ride.
9:00 5 Adventure School—Kids
9:30 5 Deputy Dave—Kids
9:45 4 News and Music
10:00 4 40 Happy Felton—Kids
Happy shows the gang films of: Comedy-ladder Routine, Balcombs, Germany; Balancing Act, Carsony Brothers, Spain; Slack-wire Artists, Paul Kafka & Co., Greece. Children from the audience will be rewarded if they correctly answer the questions about the films they have seen.
5 Contest Carnival—Kids
Gene Crane is barker for another contest in Philadelphia between young acts.
7 Answers for Americans
10:30 4 Winchell & Mahoney
Jerry hatches a masterful plot to escape the blame for a broken window.
5 Date With Trude—Kids
7 Smilin' Ed's Gang—Kids
Gunga and Vishnu take the Maharaja's elephant gun and search the jungles for "the rogue elephant."
40 Capitol Gardener
10:45 5 Corky—Kids
40 MOVIE—To Be Announced
11:00 4 Funny Boners—Quiz
Ventriloquist Jimmy Weldon and dummy.
5 Sky King—Adventure
7 Space Patrol
Buzz and his pals learn the secret of the space spider's invisible "web."
11:30 4 Tom Corbett, Space Cadet
Strange things happen at the Solar Guard's fleet anchorage.
5 Abbott & Costello
"Hillary's Birthday." Bud and Lou get a little too enthusiastic in their plans for Hillary's surprise birthday party. The radio, the singing and dancing, the noise!
7 MOVIES—Western
Bar 7 Theater: (1) "Fugitive," (2) "Tornado Range," "Song of Old Wyoming," "Ghost City."

AFTERNOON

12:00 4 40 Pro Basketball—NBA
The Fort Wayne Pistons vs. the Minneapolis Lakers. Marty Glickman and Lindsey Nelson report from Minneapolis.

THE LINEUPS

PISTONS—(5) Walther, (6) Roges, (7) Brian, (9) Hutchins, (10) Zaslofsky, (12) Yardley, (14) Phillip, (15) Rosenthal, (16) Foust, (17) Meineke. Coach: Charles Eckman.

LAKERS—(12) Holstein, (15) Schnittker, (16) Watson, (17) Pollard, (18) Sunderlage, (19) Mikkelsen, (20) Skoog, (22) Martin, (23) Kalafat, (34) Lovelette. Coach: John Kundla.

5 College Basketball
Northwestern at Ohio State. Jack Drees is at the microphone.

THE LINEUPS

NORTHWESTERN — (3) Weyburg, (5) Gordon, (11) Ehmann, (12) Bromberg, (14) Grant, (15) Duhart, (20) Stoeppelwerth, (21) Lose, (22) Uebele, (23)

Thomas, (24) Mast, (25) Myers, (30) Hussey, (34) Bragiel, (40) Stillwell. Coach: Waldo Fisher.

OHIO STATE—(3) Millard, (4) Ellis, (6) Kelley, (8) Ropes, (9) Wigton, (10) Keeling, (12) Mitchell, (14) Steagall, (15) Short, (17) J. Miller, (21) C. Miller, (22) Moshier, (23) Dressler, (24) Freeman. Coach: Floyd Stahl.

1:30 5 Sports—Roy Storey

1:45 5 Strange Adventure

2:00 4 Sports Films—Kiernan

5 Film Feature

7 Tiny Wisdom—Ray Bohanon

Five minutes of children's sayings, after which Bar 7 will continue.

2:15 4 Camera's Eye

2:30 4 Looking Glass Lady—Kids

5 Lone Ranger—Western

"Sheep Thieves." Dangerous rustlers kidnap the man they believe to be the grandson of a wealthy sheep rancher. The Lone Ranger and Tonto face great difficulties in their efforts to rescue him.

40 MOVIE—To Be Announced

2:45 4 Adventure Time—Serial

3:00 5 MOVIE—Double Feature

Del Courtney Movie Matinee: (1) "Should Husband's Work?" Ma messes up a merger connected with Pa's business. Marie Wilson, James, Lucille and Russell Gleason. (2) "The Celebrated Mrs. Rowland." A murder case verdict is built on circumstantial evidence, and an innocent person is to die.

3:30 4 Menu Magic—Edith Green

7 Texas Rasslin'

4:00 4 Fireman Frank—Kids

7 Your Health—Jack LaLanne

DEBUT Diet and exercises for the whole family.

8 MOVIE—To Be Announced

32 Film Feature

40 Mr. Wizard—Kids

4:30 5 Terry and the Pirates

7 Wrestling

40 Soldier Parade—Variety

5:00 5 MOVIE—Comedy

Saturday Matinee: "Earl of Puddlestone."

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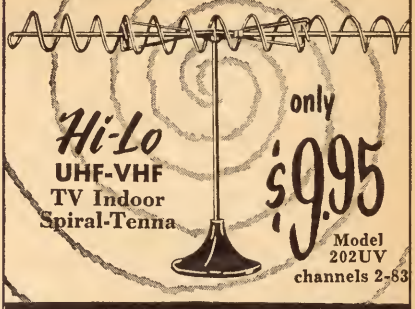

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SAN FRANCISCO—Young Brothers. 2301 Mission St., VAlencia 6-4132.

OAKLAND—Andrew Williams Radio & TV Service. 3609 Piedmont Ave., HUmboldt 3-4686.

BERKELEY—Robert E. Lee TV. 2533 Telegraph Ave., AShberry 3-2770.

ALAMEDA—Island TV. 92 Maitland Drive, LAkehurst 2-5200.

SAN LEANDRO—Music Bar of San Leandro. 638 E. 14th St., TRinidad 2-4512.

Also available at all Sears Stores

Pop Higgins finds himself heir to a British peerage. James Gleason, Lucille Gleason, Russell Gleason.

8 Fiesta Time
32 Film Feature
40 Big Picture—Army Film

5:30 **4 Roy Rogers—Western**
"Little Dynamite." A baby is kidnapped by mistake when a gang of bandits makes a getaway in the wrong wagon. Dale Evans and Pat Brady are featured.

7 Pop Club—Don Sherwood
Sherwood with the latest popular records, jokes and chatter. Dancing by Patsy Spear and a contest for studio guests to determine favorite records. Each week a TV set, radio, phonograph, and records will be awarded to lucky visitors. Guests include Slim Gaillard, now at the Downbeat, and Bert Solitaire of radio station KRE, Berkeley.

40 Veloz and Yolanda

5:55 **13 Program Previews**

WHAT WOULD YOU DO WITH A MILLION DOLLARS?

THE MILLIONAIRE
Saturday, 6 p.m.

WESTINGHOUSE TELEVISION
KPIX
SAN FRANCISCO
5 CBS

EVENING

6:00 **4 MOVIE—Drama**
Home Theater: "Smart Woman." Jeopardizing her happiness as well as her son's, a woman lawyer decides to defend her former husband against a murder charge. Brian Aherne, Constance Bennett.

5 The Millionaire
"Millionaire Carl Nelson" was an average man, the operator of a corner cigarstore who thought that by knowing oneself one obtained true riches. His ambitious wife did not share Carl's humble philosophy. Michael Anthony: Marvin Miller. Carl Nelson: Arthur Franz.

7 Ozark Jubilee—Variety
8 Adventure Theater
13 Rhythm Roundup
32 Film Feature
36 MOVIE—Western
Western Theater: "The Sombrero Kid." A fugitive becomes involved with a crooked outfit led by a local banker. Don Barry,

40 MOVIE—To Be Announced

6:30 **5 Beat the Clock—Games**
13 What Is Co-Op?
32 Rosary Hour—Religious

6:45 **32 Soul's Harbor**

7:00 **4 CAMERA'S EYE**
5 8 PROFESSIONAL FATHER
Dr. Wilson had planned to go on a fishing trip with his neighbor, Fred. But he didn't count on a stint as umpire of son Twig's baseball game. Steve Dunne.

7 MOVIE—Drama
"Club Havana." Several couples experience varied troubles, dangers, and a considerable amount of happiness in a fashionable night club.

13 AMATEUR HOUR—L. Taylor
Lynn Taylor with No. Calif. talent.

32 CLUB 32
36 WRESTLING—Main Event
40 STOP THE MUSIC—Quiz

7:30 **4 HIT PARADE—Music**
Dorothy Collins, Snooky Lanson, Gisele MacKenzie, Russell Arms and the Ray-

mond Scott Orchestra present the nation's top seven tunes. Extra dividends are: the dancers twirling to "String of Pearls," Snooky Lanson singing "Ja-Da."

5 40 HARRY OWENS SHOW
Highlight on tonight's show is a hula square-dance performed by Gil Mershon, Hilo Hattie, Prince Kawohi, and Moana. Harry Owens, Na Pua, Lei Aloha, and Eddie Bush.

8 WRESTLING—Texas

32 FILM FEATURE

8:00 **4 MICKEY ROONEY SHOW**
Mickey and his pal, Freddie, get some unexpected help from a long-dead Egyptian queen when they try to apprehend a gang of jewel smugglers.

5 40 JACKIE GLEASON
"Honeymooner" and bus-driver Ralph Kramden wants very badly to attend his lodge convention. But where to get the money? Answer: Alice's savings. But Alice disagrees, and stands in his path like a rock. *How did Jackie replace Miltie in the driver's seat? On the sponsorship switch of the year see p. 3.*

7 AMATEUR SHOW—Maddox
Bay Area amateurs compete for prizes.

13 CHAMPIONSHIP BOWLING

32 BOXING

36 FRONT PAGE DETECTIVE

8:30 **4 SO THIS IS HOLLYWOOD**
It's movie stunt-girl turned star overnight when an eccentric millionaire decides to give Queenie the leading role in "Gas Becomes Electra," a morality play that flopped on Broadway. As if this weren't enough, her boy friend is made associate producer! Mitzi Green, Virginia Gibson, Jimmy Lydon.

7 BASKETBALL—College
Stanford vs. Santa Clara at Cow Palace.

8 BIG PICTURE—Army Film

36 WESTERN THEATER

9:00 **4 IMOGENE COCA**
Imogene, Hal March and David Burns appear in tonight's sketches. In "Governor's Mansion," Imogene and David play the outgoing governor and his wife preparing to vacate the mansion.

Viewing's Great on
Channel 8

Delightfully New

Delightfully Different

"Professional Father"

With

STEVE DUNNE

SATURDAY
7:00 P.M.

KSBW TV 8
SALINAS

5 8 TWO FOR THE MONEY
13 TOWN AND COUNTRY
32 BASKETBALL—High School
Sacred Heart vs. Balboa.
40 RAY MILLAND—Comedy
9:30 4 DONALD O'CONNOR
Donald plays host to a group of talented youngsters, anxious to break into show business. Featured are: Larry White, Harry Shearer, and Mickey Rooney's son, Timmy. Stage-struck Timmy teams up with his idol, Donald.
5 MY FAVORITE HUSBAND
The gossips have their day when handsome bachelor Jeff Saunders is seen in a restaurant with a mysterious woman in black. Liz and George Cooper solve the problem of neighborhood talk.
8 INDUSTRY ON PARADE
13 WRESTLING
36 MOVIE—Drama
Capitol Theater: "The Main Street Kid." A small-town printer with an interest in mental telepathy goes to the aid of his daughter and her sweetheart. Al Pearce, Janet Martin, Alan Mowbray.
40 BREAK THE BANK—Quiz
10:00 4 GEORGE GOBEL
George's guest is actor Jackie Cooper.
5 FRANKIE LAINE—Songs
7 STORK CLUB—Interviews
8 STARLIGHT THEATER
32 MOVIE—Mystery
"The Clutching Hand." After he has worked out a formula for making synthetic gold, a scientist mysteriously disappears. Jack Mulhall, Marion Shilling.
40 GEORGE GOBEL
Liberace's brother George visits.
10:30 4 MOVIE—Drama
Movie Hits: "The Private Affairs of Bel Ami." De Maupassant's story of a man who uses women as tools in his attempt to climb to the top of Parisian society. George Sanders, Angela Lansbury.
5 WILLY—Comedy
Willy has a serious case of "puppy love" on her hands. Her pooch, Joseph, runs away with the circus. Seems his lady fair is the star of the dog act. June Havoc.
7 BOXING—Eastern Parkway
Floyd Patterson, Brooklyn, N.Y., vs. Don Grant, Los Angeles, lightheavyweights, 10 rounds. Bob Finnegan and Tommy Loughran report from Eastern Parkway Arena, Brooklyn.

TV GUIDE RATINGS

	Rating	Bouts	Won	Lost	Draws	K.O.'s
Patterson	5	20	19	1	0	11
Grant	*	16	15	1	0	8

*Unrated

8 WORLD IN DOCUMENTARY
13 MARKO—Game
40 HIT PARADE—Music
See Channel 4 at 7:30 P.M.
11:00 4 MOVIE—Mystery
Late Show: "Prison Shadows." When several opponents mysteriously die after he has fought with them in the ring, a fighter sets out to unravel the mystery. Eddie Nugent, Lucille Lund.
40 Name That Tune
11:15 7 Wrestling—Chicago
11:45 4 Wrestling

Golden Gate Dateline

(Continued from page A-1)

Palsy telethons. Previously, Marian Rowe, the schoolmistress of *Adventure School* (5 at 9 A.M. Saturday) received the McCall award for public service to youth.

"San Francisco Tonight," the theme song for the new show of the same name (nightly at 10:45 P.M. on 7) was written by Greg McRitchie, husband of singer Barbara McRitchie and arranger for Carmen Dragon.

Trumbull in Color: *Exclusively Yours* (4 daily at 3 P.M.) with Marge Trumbull will be telecast regularly in color beginning Feb. 7. Also the live commercials on *Golden Gate Playhouse* (4 daily at 1 P.M.) will get the color treatment. These moves give 4 a couple more TV firsts in Northern California.

MORNING

9:00 5 Lamp Unto My Feet
A farmer in a small European town is left a legacy—with the stipulation that it must be used to benefit the entire town.

9:15 4 News Bulletins

9:30 4 American Forum
5 Look Up and Live—Religion
Dr. Templeton discusses the search for happiness and security. Betty Cox and The Foursome sing "Give Me the Simple Life," "It's a Good Day," and "Smile."
7 Film Feature

10:00 4 Green Thumb—Gardening
5 The Big Picture—Army Film
7 Garden Show

10:15 4 Scripture Sketches
The story of Gideon, illustrated with drawings by Lois Fisher. *Reproductions of drawings may be obtained by sending a stamped, self-addressed envelope to KRON, 929 Mission St., S.F.*

10:30 4 Princeton '55
5 Industry on Parade
The making of records; the art of saw-making; the manufacture of glue; "Uncle Joe" Swedie, who shows films to children in hospitals.
7 Film Feature

10:45 5 Cartoon Cutups—Kids
40 MOVIE—Double Feature

11:00 4 Faith of Our Fathers
5 What in the World?
7 Church in the Home

11:30 4 Frontiers of Faith
5 Face the Nation—Panel
Sec. of Labor George P. Mitchell faces newsmen George Bookman, Joseph Loftus and John Madigan.

AFTERNOON

12:00 4 Time For Youth
Name changed from *Youth Magazine*.
5 Now and Then
Dr. Frank Baxter discusses the works of the English clergyman-poet George Herbert (1593-1633). Author of "The Collar" and "The Pulley," Herbert wove together images and symbols from all walks of life in the writing of his religious poetry.
7 To Be Announced

12:30 4 Johns Hopkins—Science
5 Adventure—Education
Supreme Court Justice William O. Douglas talks with Charles Collingwood about "The Spectacle of Tibet." Douglas has traveled extensively in this area about which, in 1953, he wrote "Beyond the High Himalayas." He will discuss a film shot in Tibet during World War II by Nazis escaping the British. This is the first showing of these until-now confiscated reels. They illustrate the fact that religion is the basis of life in this country.
7 Faith for Today—Fagal
A woman who harbors a grudge against churchgoers opposes her daughter's marriage to a minister.

1:00 4 Take A Stand
5 The American Week
Eric Sevareid analyzes the latest news.
7 MOVIE—Western

1:30 4 American Inventory
5 The Search—Documentary
A paraplegic war veteran struggles to obtain a degree of independence. The man: Sgt. Raymond Wegscheider, decorated French veteran of the Korean War. The scene: the Institute of Physical Medicine and Rehabilitation of New York U.-Bellevue Medical Center. The guide: Dr. Charles Lowman, clinical director. The narrator: Charles Romine.

1:55 7 Capt. Hartz and His Pets

2:00 4 MOVIE—To Be Announced
5 Omnibus—Alistair Cooke
The Canadian Players of Stratford, Ontario, are the performers of scenes from Hamlet as an analysis of Shakespeare's tragedy is presented by Walter Kerr, Drama Critic of the N. Y. Herald Tribune. The history of aviation will be discussed, with illustrations in the unusual cartoon style of John Halas and Joy Batchelor, who created the movie, "Animal Farm."

A color-picture story of the "Omnibus" production of "The Merry Widow" is in next week's TV GUIDE.

7 Super Circus—Variety
Claude Kirchner and Mary Hartline bring on the acts at Chicago's three-ring circus.

40 Sacramento Varieties

3:00 **4 Meet the Press—Panel**

7 Cisco Kid—Western
Cisco and Pancho take up the trail of the notorious outlaw Red Kelly.

13 Cowboy Classics—Kids

40 Know Your State

3:30 **4 People Are Funny**
Art Linkletter conducts an experiment to see what kind of service a customer would get in a swank restaurant if he carried his own dinner in a paper bag. He also tries to find out whether teen-agers gab on the phone as much as people say they do. Art releases some more of the prize balloons.

5 Theater Five

7 Captain Midnight—Kids
Captain Midnight applies his scientific knowledge when an avalanche threatens.

40 American Forum

4:00 **4 To Be Announced**

5 Del Courtney—Variety

7 MOVIE—Drama

8 MOVIE—To Be Announced

13 MOVIE—Adventure

40 The Name's the Same

4:30 **4 Variety—Review**
COLOR Max Liebman presents "Variety," another 90 minutes of song, dance and comedy. The stars: Perry Como, Herb Shriner, Kitty Kallen, the Baird Puppets, Pat Carroll and that corpulent comic of Broadway's "Lunatics and Lovers," Buddy Hackett. In addition, Mr. Liebman has tapped two alumni of his old "Show of Shows" program for tonight's vocalizing: Bill Hayes and Jack Russell. The big musical production is a jazz version of Gilbert & Sullivan's comic operetta, "HMS Pinafore."

PROGRAM

Songs ..... Perry Como
"Ain't Misbehavin'"
"Papa Loves Mambo"
"Ko-Ko-Mo"
"My Lifetime Sweetheart"
"Peace of Mind"
Comedy Monolog ..... Herb Shriner
"Little Things" ..... Kitty Kallen
Marionettes ..... Bil & Cora Baird
Subway Sketch.....Buddy Hackett, Pat Carroll
Jazz Version of "HMS Pinafore":

CAST

Admiral ..... Jack Russell
Captain ..... Danny Scholl
Ralph ..... Bill Hayes
Buttercup ..... Pat Carroll
Josephine ..... Kitty Kallen
Hebe ..... Claire Chatwin
Boatswain ..... Ray Drakely

SONGS

"Blue, Blue, Blue" ..... Chorus
"Buttercup Baby" ..... Carroll
"Give Three Cheers" ..... Scholl
"Ah, Well-a-Day" ..... Hayes
"Admiral's Boogie" ..... Russell
"De Queen's Navee Mambo" ... Russell
"Ring the Merry Bells"..... Scholl, Russell, Kallen
"Carefully".Hayes, Kallen, Scholl, Carroll
"All That Glitters" ..... Carroll
"Say It Isn't So" ..... Carroll
"Cool New Captain of Pinafore"..... Ensemble

40 Disneyland

5:00 **5 MOVIE—Comedy**
Sunday Matinee: "Change of Heart." A romantic tale of a young lady who decides to take the conceit out of a misguided executive. Gloria Stuart.

8 Studio Showcase

13 Johns Hopkins—Science

5:30 **7 Manners for Mutts**

8 People Are Funny
Art Linkletter emcees.

13 Big Picture—Army Films

36 Town Meeting—Religious

40 I Led Three Lives

5:45 **7 Drew Pearson—News**

EVENING

6:00 4 MOVIE—Drama
"Black Beauty." The tender story of a beautiful horse and the young girl who watches over him. Mona Freeman, Richard Denning.

5 8 40 You Are There
We watch "The First Flight of the Wright Brothers," December 17, 1903. Despite huge opposition to the antics of the "fanatic" and "visionary" Wright brothers, the duo from Dayton, O., launched America into the air age when Wilbur Wright's flight proved that flying was, indeed, more than theoretical. Wilbur Wright, James Gregory; Orville Wright, William Prince.

7 Mark Saber—Drama
13 This Is the Life—Religion
36 Answers for Americans

6:30 5 Lassie—Drama
"Blind Soldier." The Bartons, a well-to-do, middle-aged couple, come to the Miller farm and try to buy Lassie. They explain that their son, now blind, is returning from Korea expecting to see his collie, but that the collie is dead.

7 Boston Blackie—Drama
8 The Christophers—Religion
Father Keller with his interview of a famous personality.

13 Bible Dramas
36 Town Meeting—Religion
40 Wild Bill Hickok—Western

7:00 5 8 40 PRIVATE SECRETARY
Susie's suggestion that her boss take a short rest in some quiet Vermont community may mean a long rest for Susie. Peter's enthusiasm for the quiet life may make him give up the city forever. Susie: Ann Sothern. Peter: Don Porter.

7 YOU ASKED FOR IT
Art Baker presents Betty and Benny Fox who perform a dance atop a 125-foot tower; test driver Betty Skelton, who is seen doing a speed test; and an exposé of crooked carnival concessions.

13 MOVIE—Drama
Academy Theater: "The Mozart Story." Mozart's experiences in the courts of 18th-century Europe and his unrequited love for a singer. Hans Holt.

36 MYSTERY PLAYHOUSE
"X Marks the Spot."

7:15 4 MYSTERY THEATER

7:30 4 IT'S A GREAT LIFE—Comedy
"The Borrowed TV Set." Amy Morgan is upset when she learns that her new TV set won't be delivered in time to see her favorite program. Earl, Steve and Denny, "The Three Musketeers," offer their very expendable services to the lady in distress.

5 WHAT'S MY LINE?—Panel
John Daly is the moderator.

7 PLAYHOUSE—Polly Bergen
Hans Conried stars as Otto in "Otto and the Coat." A down-at-heels theatrical producer yearns for the fur-collared coat he has seen in a second-hand store. All seems lost until some "angels" appear to back his latest show.

8 EDDIE CANTOR—Comedy
36 THE BIG PICTURE—Army
40 LIFE OF RILEY—Comedy

8:00 4 TO BE ANNOUNCED

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5 8 40 TOAST OF THE TOWN
Ed offers "A Cavalcade of Radio, 1920-1955," based on the Ben Gross book, "I Looked and I Listened." Stars are scheduled to appear from New York and Hollywood to recreate the past.

Eve Arden
Edward Arnold
Gene Autry
Red Barber
Andre Baruch
Jack Benny
Gertrude Berg
Edgar Bergen & Charlie
Norman Brokenshire
Eddie Cantor
William Conrad
Milton Cross
Jessica Dragonette
Fitzgeralds
John Gambling
Jay Jostyn
Art Linkletter
Vincent Lopez
Ted Mack
Edward R. Murrow
George Seaton*
Pickens Sisters
Frank Parker
Peter Potter
Roger Pryor
Bob Rockwell
David Ross
Lanny Ross
George Shelton
Rudy Vallee
Paul Whiteman
Ed Wynn

*(The original "Lone Ranger")

FOR TOPS IN DRAMA
See
G. E. THEATER
Sundays, 9 p.m.
WESTINGHOUSE TELEVISION KPIX SAN FRANCISCO
5 CBS

Also appearing are some of the soap-opera heroines with which Mrs. Housewife has suffered, lo, these many years: Claire Niesen (Backstage Wife); Ann Hillary (Brighter Day); Susan Douglas (Guiding Light); Virginia Paine (Ma Perkins), Margaret Draper (Perry Mason); Betty Wragge (Pepper Young's Family); Claudia Morgan (Right To Happiness); Virginia Dwyer (Road of Life); Virginia Kaye (Rosemary); Jone Allison (Young Dr. Malone); Florence Freeman (Wendy Warren); Jan Miner (Hilltop House); Joan Tompkins (Nora Drake); Julie Stevens (Romance of Helen Trent); Patsy Campbell (Second Mrs. Burton); Agnes Young (Aunt Jenny); Toni Darnay (Just Plain Bill); Wendy Drew (Young Widder Brown); Vivian Smolen (Our Gal Sunday).

7 THE CHRISTOPHERS
36 FACTS FORUM

8:30 4 HALL OF FAME
"Henry Ford." After his marriage to Clara Bryant, Henry Ford tries anew to make a go of farm life. But he is not happy until he has settled at last in the industrial city of Detroit. There, Henry begins experiments with the gas engine of Gottlieb Daimler. He is certain that it could be made to propel a vehicle.

7 THIS IS THE LIFE—Religion
A mine disaster rocks Middleburg and traps Jack Marlow deep underground, where he finds at his fingertips the answer to a question which up to now he had been able to ignore.

13 MOVIE—Drama
Feature Playhouse: "A Boy, a Girl and a Dog." Two children decide to volunteer their dog's services to Uncle Sam. Sharyn Moffett, Jerry Hunter, Harry Davenport.

36 THIS IS THE LIFE—Religion

9:00 4 TV PLAYHOUSE
Peter Lind Hayes and Mary Healy co-star in "The Way Things Happen," by George Baxt. A TV writer, the wife who is about to divorce him and the owner of the cafe in which they first met, recall the past. Each has his own version of that

fateful day. Harry: Peter Lind Hayes. Rosette: Mary Healy.

5 8 G. E. THEATER—Drama
Johnny Ray takes on a singing and dramatic role in "The Big Shot." Johnny Pulaski, a small-town singer, comes to New York for a radio audition. There he is told he must change both his style and his name to measure up to the big time. Johnny Ray sings "Pass to Paradise." Mr. Pulaski: Steven Geray. Katherine: Nancy Gates.

7 WALTER WINCHELL—News
36 I LED THREE LIVES
40 WHERE WERE YOU?

9:15 7 HORIZONS—Documentary
Dr. Regan, of the Columbia Presbyterian Medical Center, discusses Rheumatoid Arthritis.

9:30 5 LIBERACE—Music
7 PANTOMIME QUIZ
Mike Stokey emcees as panelists play their favorite parlor game. Regulars include: Elaine Stritch, John Carradine, Peter Donald, Dorothy Hart, and Denise Darcel. Hans Conried and Jerry Lester add a comic touch to tonight's panel.

8 LORETTA YOUNG SHOW
36 DANGEROUS ASSIGNMENT
40 BADGE 714—Jack Webb

10:00 4 LORETTA YOUNG SHOW
"600 Seconds." A successful commercial artist, who thought that she and her well-to-do husband had an ideal marriage, begins to think about the past as she waits for a pretty young girl from her husband's office to arrive to discuss a "personal matter." Katie Wells: Loretta Young. Greg: Dick Simmons.

5 NEWS ANALYSIS—Winter
7 36 BREAK THE BANK—Quiz
8 FATHER KNOWS BEST
13 OF PLACES AND THINGS
40 TV PLAYHOUSE

10:30 4 ELLA RAINES SHOW—Drama
5 FAVORITE PLAYHOUSE
Ethel Waters stars in "Speaking to Hannah." The eccentric members of a New England family reveal their true selfish interests when they gather for the reading of their father's will.

7 LET'S LOOK AT BOOKS
8 THIS IS THE LIFE—Religion

11:00 4 City Assignment—Drama
"Point Set." A tennis player becomes worse as a person the better he gets at tennis.

5 Sunday News Special
7 MOVIE—Drama
Center Aisle: "Silver Skates." The owner of an ice show faces bankruptcy when the star decides to leave and marry her sweetheart. Patricia Morrison, Kenny Baker, and Belita are starred.

40 MOVIE—To Be Announced

11:15 5 Strange Adventure

11:30 4 MOVIE—Mystery
Owl Theater: "Mask of the Dragon." Violence accompanies an attempt to smuggle a jade statuette containing uranium into the U.S. Richard Travis.

5 MOVIE—Western
Late Show: "Code of the Fearless." A ranger fakes his dismissal from the rangers in order to capture a gang of outlaws. Fred Scott, Claire Rochelle.

12:45 4 Late News

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MORNING

6:45 4 **News and Music**
7:00 4 **Seven to Eight—Variety**
5 **Panorama Pacific—Variety**
8:00 4 **Today—Dave Garroway**
Dave Garroway returns from vacation. A remote from the U.S. Naval Research Center, Johnsville, Pa., reports on a showing of the world's largest centrifuge.
9:00 4 **MOVIE—Drama**
Pantry Playhouse: "Forever Yours." A society girl who entertains disabled vets, contracts polio. Gale Storm.
5 **Faye Stewart—Cooking**
7 **Breakfast Club—Variety**
All the club members are back in town except Number One: Don McNeill, who stopped off in Las Vegas for a week.
9:30 5 **Arthur Godfrey—Variety**
10:00 4 **Ding Dong School—Kids**
Miss Frances is back in Chicago after two weeks' vacation.

SCOOP ON COOPER

Read about Gary Cooper and his fabulous 30 years in the movies in the new issue of LOOK Magazine. Be sure to catch this fascinating story.

UP TO PAAR

Get a behind-the-scenes view of Jack Paar — the man who's funny before breakfast. Don't miss this picture story about one of TV's most entertaining guys. Get LOOK today.

See Jack Paar in LOOK

10:15 40 **Secret Storm—Serial**
10:30 4 **Way of the World**
5 **Welcome Travelers—Bartlett**
40 **Woman to Woman**
10:45 4 **Sheilah Graham Show**
Miss Graham conducts, via film, a day-by-day interview with movie badman Jack Palance.
11:00 4 40 **Home—Women's News**
Arlene Francis presides as ideas are presented on: cookery, C. W. Smith; new low furniture, Nancyann Graham; hats, Carrie McCord.
5 **Robert Q. Lewis—Variety**
11:25 7 **News Bulletins**
11:30 5 **Linkletter's House Party**
7 **Physical Charm—LaLanne**

AFTERNOON

12:00 4 40 **Tennessee Ernie Ford**
5 **The Big Payoff—Quiz**
7 **Laff Time with Chris—Kids**
12:30 4 **Feather Your Nest**
Lovely Janis Carter is the "in the cast" feature in next week's TV GUIDE.
5 **Bob Crosby—Songs**
40 **News Bulletins**
12:45 40 **Farm-Home News—Anderson**
1:00 4 **MOVIE—Double Feature**
5 **Brighter Day—Serial**
7 **Soldier Parade—Variety**
40 **Katherine Kerry—Cooking**
1:15 5 **Secret Storm—Serial**
1:30 5 **Sandy Spillman Show**
7 **Let's Go Shopping**
2:00 5 **Garry Moore—Variety**
7 **Chef's Kitchen—Cardini**
40 **Club 40—Gene Nelson**
2:30 5 **Del Courtney—Variety**
2:55 7 **Strange Experiences**
3:00 4 **Exclusively Yours—Trumbull**
Now seen at a later time, hostess Marjorie Trumbull offers fifteen minutes of interviews with famous personalities, as well as presenting art and fashion news.
7 40 **Queen For a Day**
The San Francisco Queen will be crowned on today's show.

3:15 4 **Golden Windows—Serial**
5 **Patty Prichard Sings**
36 **Music and Hilites**

3:30 4 40 **One Man's Family—Serial**
5 **Strike It Rich—Quiz**
Helping Hand: Starlet Dianne Foster.
7 **Your TV Theater**
36 **KTVU Kitchen—Milly Sullivan**

3:45 4 **Miss Marlowe—Serial**
40 **To Be Announced**

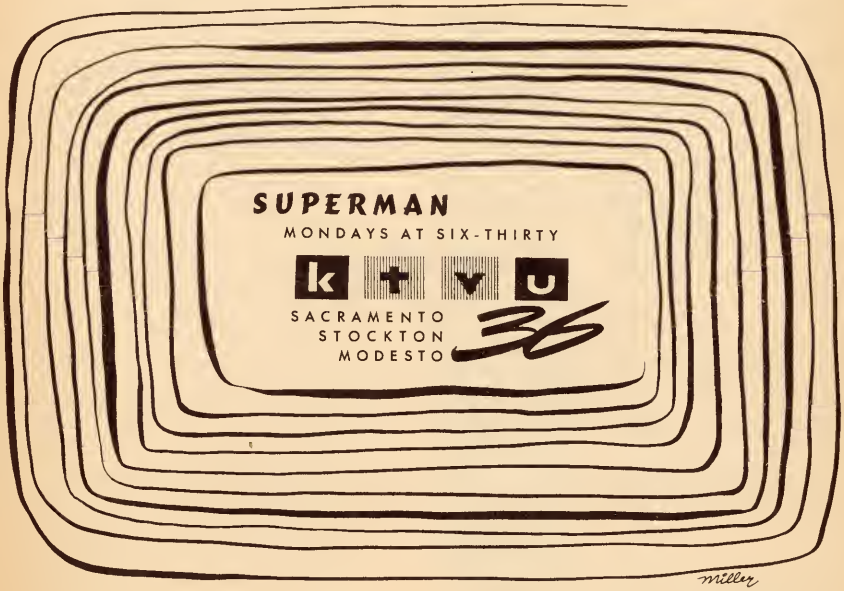
4:00 4 **World Through Stamps**
5 **Valiant Lady—Serial**
7 **Kukla, Fran and Ollie—Kids**
8 **Previews**
9 **Shakespeare on TV—Baxter**
Today: Othello, Part III.
40 **Hawkins Falls—Serial**

4:15 4 **First Love—Serial**
5 **Search for Tomorrow—Serial**
7 **News—John Daly**
8 **California Cookbook**
40 **Love of Life—Serial**

4:25 13 **Program Previews**

4:30 4 40 **The World of Mr.Sweeney**
Cicero (Charles Ruggles) gives a lesson in concentration to Kippie. Kippie, Glenn Walken; Alice, Mimi Strongin.
5 **Love of Life—Serial**
7 **Western Theater**
13 **MOVIE—Musical**
Showtime Matinee: "Holiday Rhythm." A young man dreams he is taking a trip around the world with his wife. Each place presents its own special musical acts. Mary Beth Hughes, David Street.
36 **MOVIE—To Be Announced**

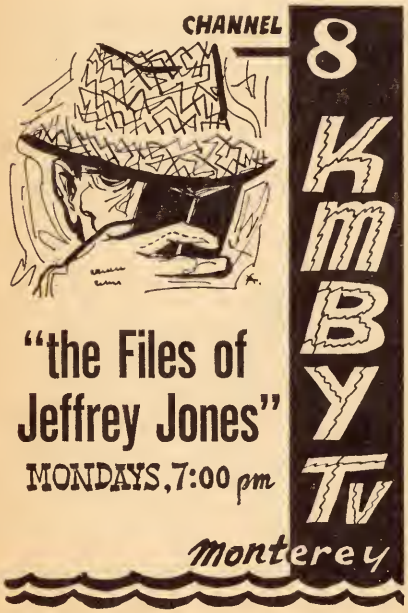
4:45 4 40 **Modern Romances**
5 **Guiding Light—Serial**
8 **News and Weather**
9 **Recorded Music**



5:00 4 **Pinky Lee—Kids**
Pinky plans to encourage kids who have musical ability. He'll listen to talented youngsters and invite them to his show.
5 **Deputy Dave—Kids**
8 **Pet Brigade**
Ernie Sevier, the Pet Man, with animals for sale, trade, or to give away. Neal Edmonson is the host.
9 **Story Hour—Kids**
40 **Casey and Sisi—Kids**

5:15 5 **Brother Buzz—Kids**

5:30 4 **Howdy Doody—Kids**
Buffalo Bob, from Pioneer Village, reveals his plan to keep Buzz Beaver in check. Clarabell plays a trick.
5 **Captain Fortune—Kids**
7 **Serial Time—Kids**
8 **Serial—Kids**
13 **Ramar of the Jungle**
"The Golden Tablet." Ramar finds himself caught in a triple-threat trap.



36 **Kids Klub with Patch**
40 **Adventure Time**

EVENING

6:00 4 **Fireman Frank—Kids**
5 **Strange Adventure**
7 **Pet Exchange—Wright**
8 **Rustlers' Roundup**
13 **Frontier Playhouse**
36 **Super Serial—Kids**
40 **News—Harvey Chester**

6:15 5 **News—Bill Bradley**
40 **Sportfolio—Sport News**

6:20 4 **Science Laboratory**
"Humans in Space." Dr. Groody tells of some problems of space travel.

6:25 36 **Crusader Rabbit—Kids**

6:30 4 **King's Crossroads**
5 **News—Douglas Edwards**
7 **Annie Oakley—Western**
13 **Capt. Video—Kids**
Adventure in the 22nd Century.
36 **Superman—Kids**
40 **Man of the Week**

6:45 5 **Perry Como—Songs**
8 **Sports—Bud Wilkinson**
13 **News, Weather, Sports**
40 **Men Toward the Light**

7:00 4 **SCIENCE IN ACTION**
"Oxygen." The life-giving element; its place in the world of plants and animals and its use in medical science. Charles Wycoff, M.D., San Francisco General Hospital, Guest Scientist.
5 **STUDIO ONE—Drama**
"The Silent Women," adapted by Marc Brandel from the new novel by Margaret Page Hood. An inexperienced young sheriff uncovers strange facts about a sparsely populated Maine island when he is summoned to investigate the disappearance of a beautiful girl. The almost-abandoned island was, years ago, the site of a prosperous granite quarry. Giovanni, Everett Sloane; Gina, Gaby Rodgers; Miss Martha, Peg Hillias.
7 **LIFE OF RILEY—Wm. Bendix**
8 **FILES OF JEFFREY JONES**

13 BOXING—St. Nicks
What has happened since TV invaded the ring? Next week's article in TV GUIDE *pulls no punches.*

36 CRAIG KENNEDY—Crime

40 ANNIE OAKLEY—Western

7:30 **4 TONY MARTIN—Songs**

7 NAME'S THE SAME—Quiz
Panelists Audrey Meadows, Joan Alexander and Hy Gardner try to guess their "famous name" guests. Dennis James.

8 HARRY OWENS—Music

9 THE GREAT PLAINS TRILOGY
"Prehistoric Farmers." A look at primitive social organization.

36 RINGSIDE RASSLERS

40 CISCO KID—Western

7:45 **4 NEWS—John C. Swayze**

8:00 **4 SID CAESAR—Comedy**
Sid, Nanette Fabray, Howard Morris, Carl Reiner, Virginia Curtis and Ellen Parker appear in a "Commuters" sketch. It's all about the anxious hours that Nanette spends worrying about a beautiful lady who comes to town. Sid seems far too interested!

5 40 BURNS & ALLEN
Gracie hires a valet to assist her husband with his personal needs and George is anything but overjoyed by the innovation. George & Gracie, Themselves; Girl, Shirley Mitchell; Mr. Conway, Michael Emmet; Mrs. Pringle, Doris Packer.

7 TV READER'S DIGEST
Martha Scott and Douglass Montgomery portray the Robert Louis Stevensons in this adaptation of Austin Strong's article. The film presents the author and his wife in their search for a healthful climate. Robert Louis Stevenson, Douglass Montgomery; Mrs. Stevenson, Martha Scott; Thomas Stevenson, Wallis Clark; Mother, Doris Lloyd.

8 WORLD IN DOCUMENTARY

9 SHAKESPEARE ON TV
A repeat of the 4 P.M. show.

13 MOVIE—Mystery
Premier Theater: "Night Has Eyes." (English) Two teachers embark on a trip to locate a friend who has disappeared mysteriously on the moors. James Mason, Joyce Howard, Mary Clare.

8:30 **5 TALENT SCOUTS—Godfrey**
Marilyn Meyer, a concert pianist from Milwaukee, Wis.; soprano Betty Hodges of Bloomington, Ill.; and singer-impressionist Dick Sterling of Chicago and Paterson, N.J., perform tonight. Arthur talks with the scouts who discovered them.

7 CONCERT—Pelletier
Bright soprano Patrice Munsel adds her voice to the music created by Wilfred Pelletier, the chorus and orchestra.

8 DANGEROUS ASSIGNMENT
Brian Donlevy is the star.

36 MOVIE—Drama
Capitol Theater: "My Buddy." A youngster returns from World War I with big plans for settling down and getting married, only to discover that there are no jobs available. Donald Barry, Ruth Terry.

40 TO BE ANNOUNCED

8:45 **9 KALEIDOSCOPE—James Day**

9:00 **4 MEDIC—Drama**
"A Time to be Alive." A young boy suffering from hemophilia (uncontrollable bleeding) falls while recuperating from a treatment. The story involves surgical efforts which are made to stop the profuse bleeding. Danny, Barry Burtis; Mrs. Stinson, Emlen Davis; Mr. Stinson, David McMahon.

5 8 40 I LOVE LUCY—Comedy
The Ricardos and the Mertzes arrive in Albuquerque, N. Mex., Ethel's home town. Lucy, Ricky and Fred aren't at all pleased when Ethel's relatives and townspeople stage a lavish welcome for Ethel, the star. Lucille Ball and Desi Arnaz co-star with Vivian Vance and William Frawley. Irving Bacon plays Ethel's father. Chick Chandler plays the reporter.

7 FRONT PAGE DETECTIVE
"The Deadly Root." A fellow columnist is killed and Dave Chase almost meets a like fate when he investigates the blackmail schemes of a socialite. Edmond Lowe stars as David Chase.

9:30 4 MONTGOMERY PRESENTS

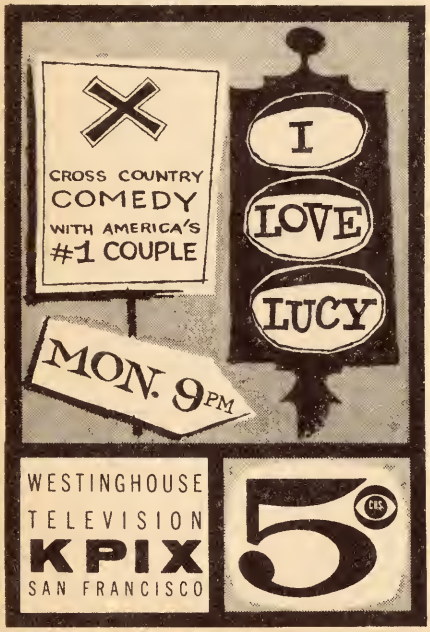
Dorothy Stickney and June Walker co-star in "The Cypress Tree," by Robert J. Shaw. A recent widow struggles to avoid the seclusion being forced upon her by the introspective sister who comes to live with her. The sister feels that the period of mourning should last indefinitely. Mildred, Dorothy Stickney; Bess, June Walker; Amy, Katherine Squire.

5 8 40 DECEMBER BRIDE

"Uranium." Lily and her pal, Hilda, go uranium hunting in the desert though Lily's son-in-law is convinced the two won't last a week. He's so sure of this that he bets his wife the fur coat she wants that the uranium hunt will be over almost as soon as it begins. Lily, Spring Byington; Hilda, Verna Felton; Matt, Dean Miller; Ruth, Frances Rafferty.

7 KEN MURRAY SHOW

Ken Murray presents film clips of old news events with a surprise interview.



13 BIFF BAKER—Drama

Biff and Louise run into a cleverly concealed front for smuggling currency into the U.S.

10:00 5 DEATH VALLEY DAYS

"Lola Montez." The search of a beautiful woman, the toast of two continents, to find love and happiness.

7 ORIENT EXPRESS—Drama

8 DOLLAR A SECOND

13 NEWS AND SPORTS

40 STUDIO ONE—Drama

10:15 13 MOVIE—Adventure

Movie Marquee: "Call of the Forest." A story of one man's fight for a wild stallion. Robert Lowery, Ken Curtis.

10:30 4 I LED THREE LIVES

"Sweethearts for Servicemen." Comrade Herb learns that the Reds subvert love to serve their party, obtaining military information. Richard Carlson stars.

5 NEWS—Pat Hernon

7 NEWS—Lee Giroux

8 MOVIE—To Be Announced

10:40 7 SPORTS DESK—Lee Giroux

10:45 5 NEWS—William Winter

7 SAN FRANCISCO TONIGHT

George Elliott handles his version of Poetry Corner. Glenn Kerr introduces his characterization of the Punch Drunk Fighter. Bill McGraw is singing host.

11:00 4 The Lone Wolf—Drama

"Malibu." A weekend party becomes an adventure for Mike Lanyard when events take a strange turn. Louis Hayward.

5 Curtain Time—Drama

Tonight: "They Also Serve."

40 So This is Hollywood

11:30 4 MOVIE—Drama

Owl Theater: "Lady, Let's Dance." A girl from Holland, on her way to stardom, unwittingly leaves behind the man who gave her her break. Belita, James Ellison.

5 MOVIE—Musical

Late Show: "Northwest Outpost." A U.S. officer and a beautiful Russian noblewoman fall in love, though the woman has a husband. Nelson Eddy.

12:30 4 News Bulletins

MORNING

6:45 4 News and Music
7:00 4 Seven to Eight—Variety
5 Panorama Pacific—Variety
8:00 4 Today—Dave Garroway
8:55 5 Morning News Break
9:00 4 MOVIE—Musical
Pantry Playhouse: "Everybody's Dancin'." A dance-hall proprietor is about to lose his place. Spade Cooley, Dick Lane.
5 Faye Stewart—Cooking
7 Breakfast Club—McNeill
Peter Donald subs as host for vacationing Don McNeill. Betty Madigan and Bob Manning are guest vocalists.
9:30 5 Arthur Godfrey Show
10:00 4 Ding Dong School
10:15 40 Secret Storm—Serial
10:30 4 Way of the World
5 Welcome Travelers—Bartlett
40 Woman to Woman
10:45 4 Sheilah Graham Show
Behind-the-scenes gossip and news of Hollywood, and a film interview with Jack Palance.
11:00 4 40 Home—Women's News
5 Robert Q. Lewis—Variety
11:25 7 News Bulletins
11:30 5 Linkletter's House Party
7 Physical Charm—LaLanne

AFTERNOON

12:00 4 40 Tennessee Ernie Ford
5 The Big Payoff—Quiz
7 Laff Time with Chris
12:30 4 Feather Your Nest
5 Bob Crosby—Songs
40 Garry Moore Show
12:45 40 Farm-Home News—Anderson
1:00 4 MOVIE—Double Feature
5 Brighter Day—Serial
7 Your TV Theater
"The Critic" strikingly illustrates the enormous power wielded by an important art critic—in this case a critic who almost wrecks the life of a brilliant young artist. John Warburton is the critic; Jody Lawrence is the artist.
40 Katherine Kerry—Cooking
1:15 5 Secret Storm—Serial
1:30 5 Sandy Spillman Show
7 Let's Go Shopping
2:00 5 Garry Moore—Variety
7 Chef's Kitchen—Cardini
40 Club 40—Gene Nelson
2:30 5 Del Courtney—Variety
2:55 7 Strange Experiences
3:00 4 Exclusively Yours—Trumbull
7 40 Queen For a Day—Bailey
3:15 4 Golden Windows—Serial
5 Patty Prichard Sings
36 Music and Highlights
3:30 4 40 One Man's Family—Serial
5 Strike It Rich—Quiz
Helping Hand: E. LaMar Buckner, president, U. S. Junior Chamber of Commerce.
7 Your TV Theater
36 KTVU Kitchen—Sullivan
3:45 4 Concerning Miss Marlowe
40 To Be Announced
4:00 4 World Through Stamps
5 Valiant Lady—Serial
7 Kukla, Fran and Ollie
8 Previews
32 Film Feature
36 MOVIE—Western
40 Hawkins Falls—Serial
4:15 4 First Love—Serial
5 Search for Tomorrow—Serial
7 News—John Daly
8 California Cookbook
40 Love of Life—Serial
4:25 13 Program Previews
4:30 4 The World of Mr. Sweeney
5 Love of Life—Serial
7 MOVIE—Western
Western Theater: "Hidden Valley." The search for precious ore leads to intrigue and murder. Bob Steele stars.
13 MOVIE—Drama
Showtime Matinee: "Call of the Forest." An adventure story set in the wild stallion's stomping grounds. Robert Lowery.
32 Film Feature
36 MOVIE—To Be Announced

40 World of Mr. Sweeney
4:45 4 Modern Romances—Drama
5 Guiding Light—Serial
8 Feature Page
40 Modern Romances—Drama
5:00 4 Pinky Lee—Comedy
5 Deputy Dave—Kids
8 News and Weather
32 Film Feature
"Water, Fountain of Life."
40 Casey and Sisi—Kids
5:15 5 Barker Bill—Cartoons
8 Feature Page
5:30 4 Howdy Doody—Kids
5 Captain Fortune—Kids
7 MOVIE—Western
"Pioneer Justice," with Lash La Rue and Jennifer Holt.
8 Serial—Kids
13 Ramar of the Jungle
"Flaming Mountain." The dread lava of the jungle pouring from a flaming volcano threatens Ramar and his party.

TOP SHOWS
TOP STARS
Watch your
FAVORITE STORY
Tuesday—7 p.m.
KRON TV
4

32 Film Feature
"Background for Home Decoration."
36 Kids Klub with Patch
40 Adventure Time—Kids
5:55 7 News Bulletins

EVENING

6:00 4 Fireman Frank—Kids
5 What's Your Opinion?
7 Ramar of the Jungle
"White Man's Magic." The mystery of theft of radium stolen from a hospital comes to light as the superstitious natives kidnap a ventriloquist's dummy which they worship as a new god. John Hall stars as Dr. Tom Reynolds.
8 Rustler's Roundup
13 Frontier Playhouse
32 Teen Time—L. Lando
Lucille Lando presents teenage guests.
36 Super Serial—Kids
40 News—Harvey Chester
6:15 5 News—Bill Bradley
40 Sportfolio—Bob Anderson
6:20 4 Science Laboratory
Dr. Groody tells of "Spices," the romantic story of some exotic flavors.
6:25 36 Crusader Rabbit—Kids
6:30 4 March of Dimes
SPECIAL *This live, local show preempts "Life With Elizabeth" for this week only.*
5 News—Douglas Edwards
7 Wild Bill Hickok—Western
"The Gorilla of Owlhoot Mesa." There are two gorillas at large from a traveling circus. One is bogus, the other the genuine article. Guy Madison, Andy Devine, John Carradine.
13 Capt. Video—Serial
32 Film Feature
"Masters of Molecules."
36 Dick Tracy—Serial
40 Tony Martin—Songs
6:45 5 40 Jo Stafford—Songs
Jo opens the show with " 'Sposin' " and then joins the Starlighters for "Mr. Sandman." Other songs are "My Own True Love" and "Make Love to Me."

8 The Big Playback

13 News, Weather, Sports

7:00 **4 FAVORITE STORY—Drama**

"Phantom Ricksha," adapted from Rudyard Kipling. Our host, Adolphe Menjou, takes us to the India of the 19th Century to witness the romantic tragedy of Jack Lindsay, major in Queen Victoria's India Army. Edward Norris.

5 RANGE RIDER—Western

7 CAVALCADE OF AMERICA

"Take Off Zero." The story of the Navy's first plane to take off vertically and of the man, Lt. Col. "Skeets" Coleman, who made the first take-off. Lt. Col. Coleman, Lamont Johnson; Lee Powell Coleman, Marjorie Lord; Fitz, Edgar Dearing.

8 STUDIO SHOWCASE

13 STORIES OF THE CENTURY

"Ben Thompson." A factual drama written by the gunman-gambler Ben Thompson, who started the biggest prairie fire ever known in Texas as part of a wheat field swindle by a crooked politician. Richard Simmons portrays the title character.

32 MAIN EVENT WRESTLING

36 HOMETOWN BOYS

40 AMOS 'N' ANDY—Comedy

7:30 **4 36 DINAH SHORE—Songs**

Dinah and the Skylarks review shows they've seen during their stay in New York. They'll sing songs from such Broadway hits as "Pajama Game," "Fanny," and "The Boy Friend."

5 SEE IT NOW—Murrow

See it next week in TV GUIDE: *"This is Murrow!"*

7 STOP THE MUSIC—Quiz

8 BADGE 714—Jack Webb

13 STAR SHOWCASE—Arnold

DEBUT Tonight is the premier of this half-hour dramatic series with Edward Arnold as host.

40 TO BE ANNOUNCED

7:45 **4 NEWS—John C. Swayze**

36 INDUSTRY ON PARADE

40 PLAYHOUSE 15

8:00 **4 40 BOB HOPE**

Heading Bob's guest list is Trigger's fav-

Now See...

"STAR SHOWCASE"

with

Edward Arnold

Featuring outstanding stars in exciting, dramatic stories.

TUESDAY, 7:30-8:00 p.m.

And watch a full evening of DRAMA every Tuesday on channel 13.

7:00 p.m. STORIES OF THE CENTURY

8:00 p.m. FILES OF JEFFREY JONES

9:00 p.m. EDDIE CANTOR STORY

9:30 p.m. SECRET FILE, U.S.A.

channel **13**

KOVR

FROM THE TOP OF MT. DIABLO

orite rider, Cowboy Roy Rogers. With them are Dale Evans, the Sons of the Pioneers, and Trigger. There is also a sequence filmed in Paris with vocalist Line Renaud.

5 BIG TOWN—Drama

7 SUCCESS STORY

A visit to the Food Machinery & Chemical Company, Ordnance Division, San Jose. The story of a 40-ton personnel carrier driven by two six-cylinder engines, which operates on land and water.

8 MOVIE—To Be Announced

13 THE FILES OF JEFFREY JONES

"Death's Ransom." Private eye Jeff Jones exposes a diabolical extortion scheme involving $100,000.

32 TO BE ANNOUNCED

36 THE BIG PICTURE—Army

8:30 **5 HALLS OF IVY—Drama**

A friend tells Prof. Hall that he has won a huge cash prize for a biography he submitted to a New York publisher. Hall celebrates, unaware that one of his students had submitted a book on the very same subject. Prof. & Mrs. Hall: Ronald Colman & Benita Hume. Mary Wickes, James Todd, John Lupton, Herb Vigran.

7 ALL STAR THEATER—Drama

"Alias Nora Hale." Claire Trevor and Warner Anderson in a story of a woman who served an unjust prison term. She swears an oath of revenge against the judge who sentenced her, until kindness forces her to reconsider.

13 1952 OLYMPIC GAMES

36 MOVIE—To Be Announced

9:00 **4 MARCH OF DIMES**

SPECIAL *This hour-long live telecast will replace "Fireside Theater" and "Circle Theater" tonight only.*

5 MEET MILLIE—Comedy

"The Earrings." Millie receives two pairs of earrings for her birthday: one, real diamonds; the other, fake. In her confusion the inevitable happens. Elena Verdugo, Florence Halop, Marvin Kaplan.

7 DANNY THOMAS—Comedy

"The Children's Governess." Terry and Rusty react violently to their parents' decision to hire a governess for them. Danny Thomas, Jean Hagen, Sherry Jackson, Rusty Hamer. Norma Varden plays Miss Quincy.

8 I LED THREE LIVES—Drama

Richard Carlson plays Herbert Philbrick.

13 EDDIE CANTOR—Comedy

DEBUT Eddie Cantor welcomes guest star Brian Aherne to the premiere of his new series. This week's show is a lavish review featuring Eddie in songs and dances.

32 BASKETBALL—High School

O'Connell vs. Polytechnic.

40 CITY DETECTIVE—Crime

9:30 **5 RED SKELTON—Comedy**

Lovely Queen of Mars Ruth Roman is the only one who can save Red when he is kidnapped while napping. The abductors take him to the far-off planet.

7 40 U. S. STEEL HOUR
Gertrude Berg stars in "Six O'Clock Call," by James Yaffe, as a woman who astounds the neighbors by her announcement that she speaks to her dead husband on the phone, every Sunday at precisely 6 P.M. Rose Snider, Gertrude Berg; Simon Wechsler, David Opatshu.

8 U. S. STEEL HOUR
Celeste Holm and Robert Preston star in "The Bogey Man," by Francis Rosenwald. A boy's vivid imagination leads him to believe that his widowed mother is about to remarry, and that he will lose her love. He conjures up an unusual plot that brings near-tragedy to their lives.

13 SECRET FILE U.S.A.
"Mission Can Can," starring Robt. Alda.

10:00 4 TRUTH OR CONSEQUENCES
A new contest begins! The first "Prince Charming" appears and attempts to awaken the "Sleeping Beauty" by correctly identifying the famed personality in question. A trip to Europe, an auto and $5000 are awarded for the right name. Jack Bailey emcees.

5 DANGER—Mystery
Beatrice Straight stars in "The Dark Curtain" as a wife whose kleptomania threatens to ruin her husband's career. She cannot keep herself from taking a toy from the son of her husband's boss.

13 NEWS AND SPORTS

32 SPORTS STORY—Roy Story

10:15 13 MOVIE—Variety
Movie Marquee: "Hollywood Varieties." Big-time vaudeville including the Hoosier Hot Shots, Glenn Vernon, Eddie Ryan.

32 FILM FEATURE

10:30 4 PASSPORT TO DANGER
"Tangier." Steve McQuinn tries to locate a missing expert on guided missiles before the Reds can grab him.

5 NEWS—Pat Hernon

7 NEWS—Lee Giroux

8 LITTLE THEATER—Drama

40 IT'S A GREAT LIFE—Comedy

10:40 7 SPORTS DESK—Giroux

10:45 5 NEWS ANALYSIS—Winter

7 SAN FRANCISCO TONIGHT
Otto Clare is in the solo spotlight with his organ interpretation of "Falling in Love With Love." Bill McGraw, "Ebbtide."

11:00 4 Lone Wolf—Drama
"San Francisco." For the sake of the man's wife and child, Mike Lanyard tries to find a missing man believed dead.

5 Clancy's Corner—Music

32 MOVIE—Drama
"Pleasure." Story of two brothers who are in love with the same girl.

40 Today's News

11:15 40 MOVIE—To Be Announced

11:30 4 MOVIE—Drama
Owl Theater: "Federal Bullets." The F.B.I. investigates a supposedly philanthropic organization. Milburn Stone.

5 MOVIE—Comedy
The Late Show: "The Cheaters." A family decides to take a hungry actor into their home during the Christmas season. Joseph Schildkraut, Billie Burke.

U. S. STEEL HOUR

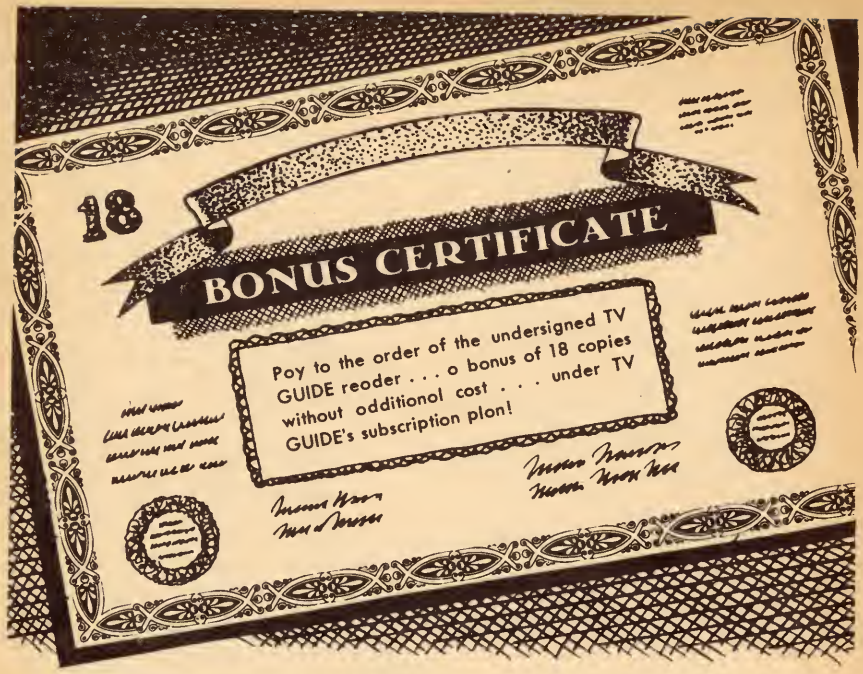
"So maybe I should remarry? Simon just proposed—'Women like you, Rose, don't grow on trees.' So maybe, also, I should tell about the phone call that comes every Sunday evening from another man." See *"SIX O'CLOCK CALL"* starring . . .

GERTRUDE BERG

produced by

THE THEATRE GUILD

9:30 • TONIGHT • Ch. 7 40



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MORNING

6:45 4 **Music and News**
7:00 4 **Seven to Eight—Variety**
5 **Panorama Pacific—Variety**
8:00 4 **Today—Dave Garroway**
9:00 4 **MOVIE—Comedy**
Pantry Playhouse: "Stop that Cab." A cab driver almost blows his meter in a hilarious adventure with jewel thieves. Sid Melton, Tom Neal, Iris Adrian.
5 **Faye Stewart—Cooking**
7 **Breakfast Club—McNeill**
9:30 5 **Arthur Godfrey**
10:00 4 **Ding Dong School**
10:15 40 **Secret Storm**
10:30 4 **Way of the World—Drama**
5 **Welcome Travelers—Bartlett**
40 **Woman to Woman**
10:45 4 **Sheilah Graham Show**
11:00 4 40 **Home—Women's News**
Knitting tips, Arlene Francis; Heating your home, C. W. Smith; Cookery, Chef Phillip.
5 **Robert Q. Lewis—Variety**
Open Up the Dog House..... Robert Q., Don Liberto
Pupalina ..... Jan Arden
Steam Heat ..... Jaye P. and the Boys
11:25 7 **News Bulletins**
11:30 5 **Linkletter's House Party**
7 **Physical Charm—LaLanne**

AFTERNOON

12:00 4 40 **Tennessee Ernie Ford**
5 **The Big Payoff—Quiz**
7 **Laff Time With Chris—Kids**
12:30 4 **Feather Your Nest**
5 40 **Bob Crosby—Songs**
12:45 40 **Farm-Home News—Anderson**
1:00 4 **MOVIE—Double Feature**
5 **Brighter Day—Serial**
7 **Your TV Theater**
"Many Happy Returns" provides suspense and excitement as a husband, telephoning his wife 3000 miles away, saves her life from an intruder in their home.
40 **Katherine Kerry—Cooking**
1:15 5 **Secret Storm—Serial**
1:30 5 **Sandy Spillman Show**
7 **Let's Go Shopping—Women**
2:00 5 **Garry Moore—Variety**
Comedian ..... Cliff Norton
"I Got It Bad" ..... Denise
7 **Chef's Kitchen—Cardini**
40 **Club 40—Gene Nelson**
2:30 5 **Del Courtney—Variety**
2:55 7 **Strange Experiences**
3:00 4 **Exclusively Yours—Trumbull**
7 40 **Queen for a Day—Bailey**
3:15 4 **Golden Windows—Serial**
5 **Patty Prichard Show**
36 **Music and Hilites**
3:30 4 40 **One Man's Family—Serial**
5 **Strike It Rich—Quiz**
Helping Hand: De Lois Faulkner, 1955 Maid of Cotton.
7 **Your TV Theater**
36 **KTVU Kitchen—Milly Sullivan**
3:45 4 **Miss Marlowe—Serial**
40 **To Be Announced**
4:00 4 **World Through Stamps**
5 **Valiant Lady—Serial**
7 **Wolo—Kids**
8 **Previews**
32 **Film Feature**
40 **Hawkins Falls—Feature**
4:15 4 **First Love—Serial**
5 **Search for Tomorrow—Serial**
7 **News—John Daly**
8 **California Cookbook**
40 **Love of Life—Serial**
4:25 13 **Program Previews**
4:30 4 **World of Mr. Sweeney**
5 **Love of Life—Serial**
7 **MOVIE—Western**
Western Theater: "Arizona Whirlwind." Diamond looters try to dispose of their loot. Ken Maynard, Hoot Gibson.
13 **MOVIE—Variety**
Showtime Matinee: "Hollywood Varieties." The story of big-time vaudeville. Robert Alda, Glenn Vernon, Eddie Ryan.
32 **Film Feature**
"Way to a Man's Heart."
36 **MOVIE—To Be Announced**
40 **Robert Q. Lewis—Variety**

4:45 4 **Modern Romances—Drama**
5 **Guiding Light—Serial**
8 **Layman's Law**
40 **Modern Romances—Drama**

5:00 4 **Pinky Lee—Kids**
5 **Deputy Dave—Kids**
8 **Monterey County—Discussion**
Businessmen discuss new industry for the County. Neal Edmondson hosts.
9 **Hop, Skip and Dance—Kids**
With Richard Ford, Bay Area dancer.
32 **Film Feature**
40 **Casey and Sisi—Kids**

5:15 8 **Spotlight on Medicine**
Developed by the Monterey County Medical Society. Neal Edmondson hosts.

5:30 4 **Howdy Doody—Kids**
5 **Captain Fortune—Kids**
7 **Serial Time—Kids**
8 **Serial—Kids**
13 **Ramar of the Jungle**
"Zombie Terror" starring Jon Hall. A strange attacker falls upon a native, who describes it as half-man, half-beast.

Tonight
7 P. M.
Channel 4

"Norby"
starring
David Wayne
with Joan Lorring
Presented by
Eastman Kodak Company

32 **Film Feature**
36 **Kids Klub with Patch**
40 **Adventure Time**

EVENING

6:00 4 **Fireman Frank—Kids**
5 **Strange Adventure**
7 **Dick Tracy—Kids**
8 **Rustlers' Roundup—Kids**
13 **Frontier Playhouse**
32 **Film Feature**
"Birth of an Oil Field."
36 **Super Serial—Kids**
40 **News—Harvey Chester**

6:15 5 **News—Bill Bradley**
40 **Sportfolio—Bob Anderson**

6:20 4 **Science Laboratory**
"Police School." Dr. Groody takes you on a visit to the training school for our California Highway Patrolmen.

6:25 36 **Crusader Rabbit—Kids**

6:30 4 **Pet Parade**
5 **News—Douglas Edwards**
7 **Superman—Adventure**
13 **Capt. Video—Serial**
32 **Film Feature**
36 **Jackson and Jill**
40 **Dollar A Second**

6:45 4 **World Through Stamps**
5 **Perry Como—Music**
Folk-singer Eddy Arnold is guest.
13 **News, Sports, Weather**

7:00 4 **NORBY—Comedy**
COLOR "Helen's Holiday." Norby's feeling chipper today, but not Helen. She's beginning to feel that life has passed her by. David Wayne.
5 40 **BEST OF BROADWAY**
COLOR "The Show-Off," starring Jackie Gleason. See p. A-25 for details.
7 **STUDIO 57—Drama**
"The Westerner." Two brothers rob an express office and kidnap the town sheriff. He is the only man who can lead them across the miles of desert land that lead to freedom. Sheriff Harris, James Craig; Hack, James Millican; Frank, Bill Phipps; Clara, Kathleen Crowley.

8 ADVENTURE THEATER
13 ABBOTT & COSTELLO
"Honeymoon House." Lou sells his hot rod and everything else to buy a house for his dream girl.
32 MAIN EVENT WRESTLING
36 MYSTERY PLAYHOUSE
7:30 **4 EDDIE FISHER—Songs**
7 DISNEYLAND
The realm of Fantasyland is revisited for a showing of Walt's cartoon versions of two stories by Kenneth Grahame. "Mr. Toad" is a speed demon who has three long-suffering neighbors: MacBadger Mole, Water Rat, and Cyril, the Cockney horse, all from Grahame's book, "The Wind in the Willows." Basil Rathbone narrates. "The Reluctant Dragon" is a bashful monster who doesn't like violence, and prefers giving tea parties.
8 SHIPS REPORTER
9 N.Y. TIMES YOUTH FORUM
"Will the Atom Serve or Destroy Humanity?" Guest: Lewis Strauss, Chairman of the A.E.C.
13 THE OUTDOORSMAN
7:45 **4 NEWS—John C. Swayze**
8 ART LINKLETTER
8:00 **4 I MARRIED JOAN—Comedy**
"The Allergy." Joan goes to the doctor about her continual sneezing and learns that she is allergic to something or someone. She thinks it's Brad. Joan, Joan Davis; Brad, Jim Backus; Campaign Manager, Bob Foulk; Doctor, Lewis Russell.
5 8 GODFREY AND FRIENDS
13 BASKETBALL—College
Live telecast of Loyola vs. College of the Pacific, from Stockton Civic Auditorium.
32 TO BE ANNOUNCED
36 ADOLPHE MENJOU—Drama
40 MR. DISTRICT ATTORNEY
8:30 **4 MY LITTLE MARGIE—Comedy**
Margie and Vern take a trip to New Orleans during Mardi Gras time. The purpose of the trip is to see one of Vern's

7:00 P. M. 5 40 BEST OF BROADWAY—Drama

GLEASON

RITTER

COLOR Jackie Gleason stars in "The Show-off," by George Kelly. Scene: the Fisher home in West Philadelphia. Time: the present. Aubrey Piper, called variously egotist, blowhard, dreamer and show-off, attempts to transcend the middle-class dreariness of his life by living in a world of his own. Piper's aim in life is to impress others and at the same time preserve his self-respect. While Amy Fisher believes in his dreams, her mother fails to see Piper as anything but a big windbag. His struggle to reconcile his practical mother-in-law's world with his big ambitions is the theme of the play. The play was seen on Broadway in 1924. Lee Tracy was one of the featured players.

CAST

Aubrey Piper.....Jackie Gleason
Mrs. Fisher.....Thelma Ritter
Amy Fisher.....Cathy O'Donnell
Clara Hyland.....Alice Ghostley
Joe Fisher.....Carleton Carpenter

CREDITS

Producer, Martin Manulis. Director, Sidney Lumet. Set Designer, Bob Markel. Set Decorator, Gene Callahan. Music, David Broekman. Costumes, Mildred Trebor.

clients, but Margie gets mixed up with the man's practical-joking brother-in-law. Margie, Gale Storm; Vern, Charles Farrell.

7 STU ERWIN—Comedy

"Interfering In-Laws" are Joyce and Jimmy's problem as they try to furnish their new apartment. Stu Erwin, Himself; June Erwin, June Collyer; Joyce, Merry Anders; Jimmy, Martin Milner.

8 MINIATURE PLAYHOUSE

9 YOUR GROWING CHILD

"The Frustrating Fours and the Fascinating Fives." Commentator: Dr. Joseph Skull, pediatrician and consultant for No. Calif. State Health Dept. and Professor of Pediatrics at Stanford Hospital.

36 MOVIE—To Be Announced

40 YESTERDAY'S NEWSREEL

8:45 40 PULSE OF THE CITY

9:00 4 TV THEATRE—Drama

A recent English play, "The Written Word," has been adapted for TV by Leslie Duncan. A retarded, illiterate English boy is sentenced to hang for being an accessory to a crime. Jim Tanner, David Cole; Bart, Edward Binns; Mr. Tanner, J. Pat O'Malley; Graves, Russell Hardie; Miss Tompkins, Patricia Davidson; Chaplain, Paul Anderson.

5 BADGE 714—Jack Webb

Re-runs of the "Dragnet" series.

7 MASQUERADE PARTY

Panelists Ogden Nash, Buff Cobb, Ilka Chase and Bobby Sherwood try to pierce the disguises of celebrity guests.

8 STAR STUDIO

32 BASKETBALL—High School

Mission High vs. Balboa High.

40 MY LITTLE MARGIE—Comedy

9:30 5 40 I'VE GOT A SECRET

7 TO BE ANNOUNCED

8 CAREFREE CORRAL

10:00 4 THIS IS YOUR LIFE

5 FEATURE FILM

Tonight: "Port of Call."

7 DANGEROUS ASSIGNMENT

"The Lagoon Story." A pathologist hired by unfriendly interests to isolate a rare parasite for possible use in germ warfare is found dead. Agent Steve Mitchell is sent to investigate. Brian Donlevy.

8 SEASIDE HOUR

13 NEWS AND SPORTS

32 SPORTS STORY—Roy Story

40 FOUR STAR PLAYHOUSE

10:15 13 MOVIE—Drama

Movie Marquee: "Walkie Talkie."

10:30 4 THE WHISTLER—Drama

"Grave Secret." Miriam Hopkins stars as a housekeeper who commits a crime of such terrible proportions that not even a busybody neighbor suspects the truth.

5 NEWS—Pat Hernon

7 NEWS—Lee Giroux

32 RING A BELL—L. Lando

40 RAY BOLGER—Comedy

10:40 7 SPORTS DESK—Lee Giroux

10:45 5 NEWS ANALYSIS—Winter

7 SAN FRANCISCO TONIGHT

George Cerruti's combo with a special arrangement of "How High the Moon." Home audience plays "Hide and Seek."

11:00 4 Sherlock Holmes—Mystery

DEBUT A Monday through Friday series, each episode complete, brings Ronald Howard, son of the late Leslie Howard, in the role of the famous Sir Arthur Conan Doyle detective character.

5 Father Knows Best

"Jim, the Farmer." Jim Anderson comes to the conclusion that his business is robbing him of the pleasures of simple living. He thereupon goes into action, leaves the business and looks for a farm.

32 MOVIE—Drama

40 Today's News

11:15 40 MOVIE—To Be Announced

11:30 4 MOVIE—Drama

Owl Theater: "Forever Yours." A society girl who entertains disabled vets contracts polio. Gale Storm, C. Aubrey Smith.

5 MOVIE—Drama

The Late Show: "Assassin for Hire." (English) A mild-mannered and considerate husband is a brutal assassin when away from home. Sidney Tafler, Ronald Howard, Katherine Blake, June Rodney.

12:30 4 Late News

MORNING

6:45 4 News and Music
7:00 4 Seven to Eight—Variety
5 Panorama Pacific—Variety
8:00 4 Today—Dave Garroway
8:55 5 Morning News
9:00 4 MOVIE—Musical
Pantry Playhouse: "Kentucky Jubilee." On a trip to Kentucky to get material for a hillbilly film, a director is kidnapped by thugs. Features several vaudeville acts. Jerry Colonna.
5 Faye Stewart—Cooking
7 Breakfast Club—McNeill
9:30 5 Arthur Godfrey—Variety
10:00 4 Ding Dong School
10:15 40 Secret Storm—Serial
10:30 4 Way of the World
Mike argues with old Calvin Dodge about putting up phone wires.
5 Welcome Travelers—Bartlett
40 Woman to Woman
10:45 4 Sheilah Graham Show
Jack Palance's story is continued.
11:00 4 40 Home—Women
Child Care ..... Clinic
Cookery ..... Kit Kinne
Kenya (Africa) Housewife ..... Film
Husbands at Work ..... Butcher & Wife
Food Faddism & Diets...Adelia Beuwkes
5 Robert Q. Lewis—Variety
11:25 7 News Bulletins
11:30 5 Linkletter's House Party
7 Physical Charm—LaLanne

AFTERNOON

12:00 4 40 Tennessee Ernie Ford
5 The Big Payoff—Quiz
7 Laff Time With Chris
12:30 4 Feather Your Nest—Quiz
5 40 Bob Crosby—Songs
12:45 40 Farm-Home News—Anderson
1:00 4 MOVIE—Double Feature
From 1 P.M. to 3 P.M.
5 Brighter Day—Serial
7 Your TV Theater—Drama
"The Saint and the Senorita." Comedy set in New Mexico in 1846. A girl prays to St. Joseph for a husband, and finds an unexpected answer.
40 Katherine Kerry—Cooking
1:15 5 Secret Storm—Serial
1:30 5 Sandy Spillman Show
7 Let's Go Shopping
2:00 5 Garry Moore—Variety
New inventions: Garry. Sabu Beebe, big game hunter: Garry, Durward. "Mademoiselle de Paree": Denise Lor. "Way You Look Tonight": Denise, Ken Carson.
7 Chef's Kitchen—Cardini
40 Club 40—Gene Nelson
2:30 5 Del Courtney—Variety
2:55 7 Strange Experiences
3:00 4 Exclusively Yours—Trumbull
7 40 Queen for a Day—Bailey
3:15 4 Golden Windows—Serial
5 Patty Prichard Show
36 Music and Highlights
3:30 4 40 One Man's Family—Serial
5 Strike It Rich—Quiz
Helping Hand: reporter Joe Dineen, who wrote a series on the Brink robberies.
7 Your TV Theater
36 KTVU Kitchen—Milly Sullivan
3:45 4 Miss Marlowe—Serial
40 To Be Announced
4:00 4 World Through Stamps
5 Valiant Lady—Serial
7 Kukla, Fran & Ollie
8 Previews
9 The Great Ideas—Adler
"The Fine Arts," Dr. Mortimer Adler. The discussion includes the question "Are movies fine art?"
32 Film Feature
40 Hawkins Falls—Serial
4:15 4 First Love—Serial
5 Search for Tomorrow—Serial
7 News—John Daly
8 California Cookbook
40 Love of Life—Serial
4:25 13 Program Previews
4:30 4 World of Mr. Sweeney
5 Love of Life—Serial

His cameras have ranged the world over and his familiar voice reports the big story from every part of the earth for his show, "See It Now," acclaimed one of television's finest achievements.

The ultimate in television interviewing, "Person To Person," takes him into the homes of movie stars, diplomats, singers, politicians, models, sports stars and just about every interesting kind of person.

His unmistakable stamp identifies his TV shows—dramatic, informative, clear, to the point, and of course—entertaining.

What kind of outlook, what kind of mind, what kind of philosophy must a man have to do what Murrow is doing? Here's what Carl Sandburg thinks of Murrow. His autographed picture to Murrow said: "To Ed—Reporter, historian, inquirer, actor, ponderer, seeker."

But what about Murrow the man? Where does he live? What are his hobbies? His private thoughts about his job? What does he think about his responsibility as a reporter?

You'll like this penetrating article and you'll be glad you read "THIS IS MURROW" in next week's TV GUIDE on sale at all newsstands THURSDAY.

TV GUIDE

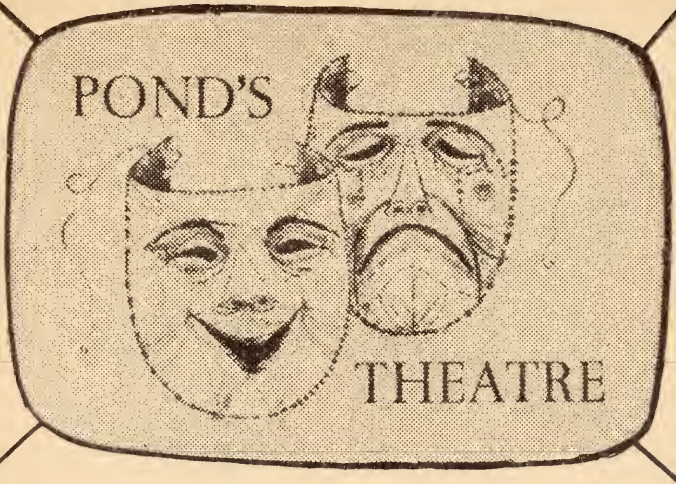
THURSDAY

FEBRUARY 3

7 **MOVIE—Western**
13 **MOVIE—Drama**
Showtime Matinee: "Walkie Talkie."
32 **Film Feature**
36 **Family Feature**
40 **Robert Q. Lewis**
4:45 4 **Modern Romances—Drama**
"A Nice Young Man." Ben and Rodger exchange more than just words.
5 **Guiding Light—Serial**
8 **News and Weather**
40 **Modern Romances—Drama**
5:00 4 **Pinky Lee—Kids**
5 **Deputy Dave—Kids**
8 **Teen Tour**
Teen-agers of the Central Coast Counties in everything from panels to talent acts.
9 **The Finder—Sonny Fox**
"Bird Dog." A visit to the home of King Buck, a Laborador retriever.
32 **Film Feature**
40 **Casey and Sisi—Kids**
5:15 5 **Barker Bill—Cartoons**
5:30 4 **Howdy Doody—Kids**
5 **Captain Fortune—Kids**
7 **Serial Time—Kids**
8 **Serial—Kids**
9 **Buckskin Bob—Kids**
Cartoon-escorted trip with Les Landin. American history for children.
13 **Ramar of the Jungle**
32 **Film Feature**
36 **Kids Klub with Patch**
40 **Adventure Time—Kids**

EVENING

6:00 4 **Fireman Frank—Kids**
5 **Kingdom of Toys—Kids**
7 **Hi Time—Dottie Hansen**
8 **Rustlers' Roundup**
13 **Frontier Playhouse**
32 **Film Feature**
36 **Super Serial—Kids**
40 **News—Harvey Chester**
6:15 5 **News—Bill Bradley**



Channel 7 KGO-TV

whether you have a deluxe '55 model or just an 8″ screen, you can see the BRIGHTEST PICTURE thursday nite at **6:30**

Another full-hour live drama with a cast of Broadway players!

40 **Sportfolio—Sports News**

6:20 4 **Science Laboratory—Groody**
What is hair and how does it grow?

6:25 36 **Crusader Rabbit—Kids**

6:30 4 **Cisco Kid—Western Drama**
5 **News—Douglas Edwards**
7 **Pond's Theatre—Drama**
"30, Honey, 30," by Richard Morris. A girl collaborates with her mother to get her boy friend to propose. Harry: Ernest Truex. Vernon: Hiram Sherman.
13 **Capt. Video—Serial**
32 **Glad Tidings Temple**
36 **Super Circus—Variety**
40 **Pantomime Quiz**

6:45 5 **Jane Froman—Songs**
The gang in an out-of-doors setting, offers "When the Frost is on the Treetops." Jane braves the wintry blast to sing to the snowmen: "Bill," "I'm Just Wild About Harry," "The Safest Man," "The Man Who got Away" and "It's So Nice to Have a Man Around the House."

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This Is Your Music!
"...probably the best musical show ever done either live or on film for television."
Billboard—"the Amusement Industry's Leading Newsweekly."
starring
Byron Palmer

Joan Weldon

The Pied Pipers
Musical Director—Nelson Riddle!
San Francisco Thursdays, 7:00 p.m. KPIX Channel 5
Stockton Thursdays, 7:00 p.m. KOVR Channel 13
Brought to you by Pacific Telephone

8 **Safety Campaign—Talk**
13 **News, Sports, Weather**

7:00 4 **THE STAR AND THE STORY**
5 13 **THIS IS YOUR MUSIC**
"Life in the 30's." Byron Palmer, Joan Weldon and cast: "Too Marvelous for Words," "Stormy Weather," "I Surrender, Dear," "Thanks for the Memories."
8 36 40 **RANGE RIDER**
32 **MAIN EVENT WRESTLING**

7:30 4 36 **DINAH SHORE—Songs**
Dinah and The Skylarks say a musical goodbye to the big city.
5 **CORLISS ARCHER—Comedy**
7 **LONE RANGER—Western**
8 **PULSE OF THE CITY**
9 **THE FINDER—Sonny Fox**
Repeat of the 5 P.M. show.
13 **BISHOP SHEEN—Talk**
"Marriage" is tonight's topic.
40 **LIBERACE—Music**

7:45 4 **NEWS CARAVAN—Swayze**
8 **INDUSTRY ON PARADE**
36 **PUBLIC PROSECUTOR**

8:00 4 40 **GROUCHO MARX**
5 **RAY MILLAND—Comedy**
A student tells her campus sweetheart that her parents are Shakespearean actors from Europe. Her story is not corroborated when her parents themselves appear at the school.
7 **Your TV Theater**
"Sound in the Night." A radio mechanic gets involved in murder.
8 **ALL STAR THEATER—Drama**
9 **THE AMERICAN ECONOMY**
"Money, Credit and Banking." Dr. Thomas P. Lantos discusses the causes and effects of the changing value of money.
13 **THE STRANGER—Drama**
A shocked young man swears senseless revenge when his bride is struck down by a car a few steps from the church.
32 **BASKETBALL—College**
U.S.F. vs. U. of California.
36 **MOVIE—Drama**

8:30 4 **JUSTICE—Drama**
Neva Patterson and Martin Rudy star with Gary Merrill in tonight's drama.

Legal Aid lawyer Jason Tyler gets a series of anonymous phone calls threatening his life. The lawyer is interested, not only in staying alive, but in helping his tormentor.

5 CLIMAX—Drama

Diana Lynn and Sylvia Sidney star in an adaptation of Margaret Cousins' "A Leaf Out of the Book." After giving the daughter of an old friend a job, a successful career woman realizes the drawbacks of her generosity.

7 T-MEN IN ACTION—Drama

"The Case of the Fatal Error." Barney Hoff, an old-time racketeer from Prohibition days, goes back to bootlegging. He makes his mistake when he uses the same methods he used back in the speakeasy days. Barney: Ted de Corsia.

8 GENE AUTRY—Western

9 THE GREAT IDEAS—Dr. Adler

13 DOWN YOU GO—Panel

Panelists Phil Rizzuto, Boris Karloff, and Signe Hasso try to puzzle out the letters that fit the blank spaces. Emcee Bergen Evans makes them mind their P's and Q's.

40 WATERFRONT—Drama

9:00 **4 40 DRAGNET—Jack Webb**

Working out of missing persons, Friday gets a call from a woman who reports that her daughter-in-law is missing.

7 STAR TONIGHT—Drama

DEBUT First in a series of live dramas from New York, starring talented young performers in scripts especially suited to their talents. Tonight, "You Need Me," the story of a young reformed alcoholic who has just married the daughter of a small-town judge. Now he faces the ordeal of meeting her family. Judge Kirk: Fred Stewart. Edith Kirk: Joanna Roos. Rusty Bowers: John Connell.

8 CITY DETECTIVE—Drama

13 LIVE WRESTLING—Stockton

Telecast live from Stockton Civic Auditorium. Bob Fouts reports.

32 BASKETBALL—High School

Lowell vs. Galileo.

36 HOLLYWOOD HALF HOUR

9:30 4 8 36 **TV THEATER—Drama**
Irene Dunne stars in "Touch of Spring." A woman tells her husband that she has spent the afternoon in the company of a young doctor and that she has a date to meet the man that evening. Marion: Irene Dunne. Bill Hannagan: Gene Barry. Ann Clark: Kathryn Grant. Paul Clark: Frank Wilcox.

5 **FOUR STAR PLAYHOUSE**
Joanne Dru stars in the mid-19th century story, "A Kiss for Mr. Lincoln." A young woman teaches her timid husband some things about love when he tries to show her the importance of supporting Abraham Lincoln for Presidency. Delight: Joanne Dru. Henry Bennard: Robert Cornthwaite. Mr. Murdock: Dick Foran.

7 **LUCKY SPORT TIME**
A newsreel of the week's sports.

40 **THE FALCON—Drama**

10:00 4 **VIDEO THEATER—Drama**
"One Foot in Heaven." The story of a small-town minister and his wife who are faced with the responsibilities of family, church and politics. The original motion picture of 1941 starred Fredric March and Martha Scott and was adapted from the book by Hartzell Spence. Paul Kelly.

5 **PUBLIC DEFENDER—Drama**
"Your Witness." Public Defender Bart Matthews' office works to free a man sent to prison five years ago on a second-degree murder charge. Reed Hadley, Walter Coy, Virginia Gregg, Parley Baer.

7 **YOUR TV THEATRE**
"Man Enough for Millie." A father tests the mettle of his daughter's suitors.

8 **MOVIE—To Be Announced**

13 **NEWS AND SPORTS**

32 **SPORTS STORY**

40 **TV THEATER—Drama**

10:15 13 **MOVIE—Drama**
Movie Marquee: "Loan Shark." An ex-convict who works at a factory attempts to expose loan sharks preying on the factory workers. George Raft.

32 **MOVIE—Drama**
See Tuesday at 11 P.M.

10:30 5 **NEWS—Pat Hernon**

7 **NEWS—Lee Giroux**

40 **PEOPLE ARE FUNNY**

10:40 7 **SPORTS DESK—Giroux**

10:45 5 **NEWS—William Winter**

7 **SAN FRANCISCO TONIGHT**
Barbara McRitchie advises "Wrap Your Troubles in Dreams." Bill McGraw is the singing host.

11:00 4 **Sherlock Holmes—Mystery**

5 **Mystery Theater**
Tonight: "Lesson in Hot Lead."

40 **Today's News**

11:15 40 **MOVIE—To Be Announced**

11:30 4 **MOVIE—Musical**
Owl Theater: "Everybody's Dancing." In this musical, a dance-hall proprietor is about to lose his place. Spade Cooley.

5 **MOVIE—Drama**
Late Show: "They Were Sisters." (English) At a reunion in her home, a happily married woman learns that both her younger sisters are unhappily married. James Mason, Pamela Kellino.

LUCKY LAGER SPORT TIME

Latest World Sport Events

KGO-TV Ch. 7 Thurs. 9:30 PM

KOVR Chan. 13 Fri. 8:00 PM

KSBW-TV Chan. 8 Fri. 8:00 PM

Lucky Lager Brewing Co., San Francisco

MORNING

6:45 4 News and Music
7:00 4 Seven to Eight—Variety
5 Panorama Pacific—Variety
8:00 4 Today—Dave Garroway
9:00 4 MOVIE—Drama
Pantry Playhouse: "Danger Zone." A detective learns that some "gems" of music played by a jazz saxophonist can also contain some stolen gems. Hugh Beaumont, Richard Travis.
5 Faye Stewart—Cooking
7 Breakfast Club—McNeill
9:30 5 Garry Moore—Variety
10:00 4 Ding Dong School—Kids
10:15 40 Secret Storm
10:30 4 Way of the World
A man from the city comes to see Mike's property. Jerome Courtland. Gloria Louis appears as program hostess Linda Porter.
5 Welcome Travelers—Bartlett
40 Woman to Woman
10:45 4 Sheilah Graham Show
Last in Jack Palance's film biography.
11:00 4 40 Home—Women's News
5 Robert Q. Lewis—Variety
11:25 7 News Bulletins
11:30 5 Linkletter's House Party
7 Physical Charm—LaLanne

AFTERNOON

12:00 4 40 Tennessee Ernie Ford
5 The Big Payoff—Quiz
7 Laff Time with Chris—Kids
12:30 4 Feather Your Nest
5 Bob Crosby—Songs
40 Farm-Home News—Anderson
1:00 4 MOVIE—Double Feature
5 Brighter Day—Serial
7 Your TV Theater—Drama
"Back to Zero." Two fugitives from the police in darkest Africa encounter further trouble. Goldie: Anne Farrer.
40 Katherine Kerry—Cooking
1:15 5 Secret Storm—Serial
1:30 5 Sandy Spillman Show
7 Let's Go Shopping
2:00 5 Garry Moore—Variety
Sunday night musicale 1930's. Cast—Balancing Act: Laddy Lyon, Garry, Durward. Comedian: Mickey Deems. Kentucky folk songs: Dylan Todd. Garrytone news. Cast: "I Gotta Crow," Denise Lor. "Coquette," Ken Carson.
7 Chef's Kitchen
40 Club 40—Gene Nelson
2:30 5 Del Courtney—Variety
2:45 36 Music and Highlights
2:55 7 Strange Experiences
3:00 4 Exclusively Yours—Trumbull
7 40 Queen for a Day—Bailey
3:15 4 Golden Windows—Serial
5 Patty Prichard Show
36 Music and Hilites
3:30 4 One Man's Family—Serial
5 Strike It Rich—Quiz
Helping Hand: Actress Elisabeth Fraser.
7 Your TV Theater
36 KTVU Kitchen—Sullivan
40 One Man's Family—Serial
3:45 4 Miss Marlowe—Serial
4:00 4 World Through Stamps
5 Valiant Lady—Serial
7 Wolo—Kids
8 Previews
32 Film Feature
"Driving in the City."
40 Hawkins Falls—Serial
4:15 4 First Love—Serial
5 Search for Tomorrow—Serial
7 News—John Daly
8 California Cookbook
40 Love of Life—Serial
4:25 13 Program Previews
4:30 4 40 World of Mr. Sweeney
5 Love of Life—Serial
7 Western Theater
13 MOVIE—Drama
Late Show: "Loan Shark." An ex-convict who works at a factory attempts to expose loan sharks preying on the factory workers. George Raft, Dorothy Hart.
32 Film Feature
"Birth of an Oil Field."
36 MOVIE—To Be Announced

4:45 4 40 **Modern Romances**
5 **Guiding Light—Serial**
8 **Feature Page—Army Talent**
Variety show from Fort Ord, California.
5:00 4 **Pinky Lee—Kids**
5 **Deputy Dave—Kids**
8 **News and Weather**
32 **Golden Gate Meditations**
40 **Casey and Sisi—Kids**
5:15 8 **Commentary—Wm. Gahagan**
5:30 4 **Howdy Doody—Kids**
Mr. Bluster prepares a trick plan, and the rainbow comes to Doodyville.
5 **Captain Fortune—Kids**
7 **Serial Time—Kids**
8 **Buster Brown Gang**
13 **Ramar of the Jungle**
"Savage Fury." Ramar risks his life to defeat the conspirators and restore tribal good will. Jon Hall stars.
32 **Film Feature**
36 **Kids Klub with Patch**
40 **Adventure Time—Kids**
5:55 7 **News Bulletins**

EVENING

6:00 4 **Fireman Frank**
5 **Strange Adventure**
7 **Toy of the Month—Kids**
8 **Rustler's Roundup**
13 **Sky King—Kids**
"Designing Women." An overturned car in the middle of a highway sets Sky King on the trail of a strange adventure.
32 **Boxing—St. Nicholas Arena**
36 **Super Serial—Kids**
40 **News—Harvey Chester**
6:15 5 **News—Bill Bradley**
40 **Sportfolio—Anderson**
6:20 4 **Science Laboratory**
"Smog." Dr. Groody explains some facts about a serious problem.
6:25 36 **Crusader Rabbit—Kids**
6:30 4 **King's Crossroads**
5 **News—Douglas Edwards**
7 **Hopalong Cassidy—Bill Boyd**
13 **Capt. Video—Serial**
36 **Wild Bill Hickok—Western**

6:45 5 **Perry Como—Music**
Perry and the Ray Charles Singers open with "For Me and My Gal." Perry sings "That's All I Want From You" and "You'll Always Be My Lifetime Sweetheart." The Mitch Ayres Orchestra offers "The Mexican Hat Dance."
13 **News, Sports, Weather**
40 **Sports Time—Harry Wismer**
7:00 4 8 36 40 **BOXING**
Kid Gavilan, Havana, Cuba, welterweight, vs. Ernie "The Rock" Durando, Bayonne, N.J., middleweight. Jimmy Powers reports from Madison Square Garden.

TV GUIDE RATINGS

	Rating	Bouts	Won	Lost	Draws	K.O.'s
Gavilan	2	117	98	15	4	27
Durando	*	61	39	18	4	28

*Unrated

Gavilan, the bolo-punching "Hawk," will be out to regain the prestige he lost when he dropped the title in a dull match ot Johnny Saxton in Philadelphia. *Compiled by Nat Fleischer (The Ring). What has happened since TV invaded the ring? Next week's article in* TV GUIDE *pulls no punches!*
5 **NAME THAT TUNE**
7 **YOUR TV THEATER**
"Appointment with Death." A hunting guide's guilt obsession regarding the accidental death of a friend reaches a strange climax. George Nader.
13 **RIN TIN TIN—Drama**
32 **WRESTLING—Main Event**
7:30 4 **STRANGER THAN FICTION**
5 **PERSON TO PERSON**
Ed's visits tonight are to the Rye, N.Y., home of comedian-emcee Garry Moore and his family, and the New York apartment or writer Kathleen Winsor. She gained fame as authoress of "Forever Amber." *You're "person to person" with Ed Murrow in next Week's* TV GUIDE.
7 **RIN TIN TIN—Drama**
"The Medicine Man." A medicine man and his young daughter take refuge in Fort Apache. Rinty and Rusty take an interest in the newcomers. Rusty is played by Lee Aaker.

9 OUR RUGGED CONSTITUTION
"Checks and Balances." Moderator: Stanley T. Donner, Stanford's Director of Radio-TV Dept. *This is the first program to be kinescoped by KQED for national distribution.*

13 AMOS 'N' ANDY—Comedy
"Andy Buys a House." Kingfish's friends hardly have time to recover from the startling news that he has a job as a real estate agent when he gets fired. How can he get back the job?

7:45 **4 NEWS—John C. Swayze**
36 SPOTLITE ON SPORTS
40 MAN ABOUT TOWN

8:00 **4 RED BUTTONS—Comedy**
It's another episode in the trials and tribulations of Red Buttons, TV comedian on the rough, tough road to fame.

5 MAMA—Drama
Mama attempts to raise the "cloud of suspicion" from Papa's burdened shoulders when he is accused of stealing money from the woman he is working for. Mama: Peggy Wood.

7 OZZIE AND HARRIET
"The Electric Train." Ricky decides to trade his set of electric trains for a chemistry set.

8 13 LUCKY SPORT TIME
A newsreel of the week's sports on the national and international scene.

9 REFLECTIONS IN ART
"Ancient Rome, Pompeii and Vesuvius": Director Thomas Carr Howe, Jr. of the Palace of the Legion of Honor.

32 FILM FEATURE
36 RINGSIDE RASSLERS
40 CORLISS ARCHER

8:30 **4 WATERFRONT—Drama**
5 8 TOPPER—Comedy
"Topper Hits the Road." Topper begins the day with an upset stomach and gets even sicker when he learns that he must find a wealthy and unknown client of the bank. Leo G. Carroll stars.

7 RAY BOLGER—Comedy
"Ray's Ex-Partner," Bill Johnson, doesn't have enough money to keep his night

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club in operation. Ray comes to the rescue with an offer of financial aid.

13 BASKETBALL—P.C.C.
The Trojans of U.S.C. pit their strength against the Stanford Indians in this live telecast from the Stanford Pavillion.

40 THE WHISTLER—Drama

9:00 4 BIG STORY—Drama
"The Case of the Strange Boy." Reporter Martin Dreyer of the Houston (Tex.) Chronicle follows a routine news dispatch that leads him to an Iowa farm boy. The boy's parents had believed him drowned in the Missouri river. The boy has just received a jail sentence.

5 8 PLAYHOUSE OF STARS
The voyage of "the last pilot schooner" is covered by a cub reporter, to whom the story was assigned by error. When the ship sinks he learns his reporting the hard way. Marshall Thompson stars as James Wilson.

7 DOLLAR A SECOND—Quiz

32 BASKETBALL—High School
Sacred Heart vs. St. Ignatius.

36 COLONEL MARCH

9:30 4 DEAR PHOEBE—Comedy
Bill Hastings tries to prove that a fighter's background, not his physical prowess, make him a winner.

5 OUR MISS BROOKS—Comedy
Mrs. Davis, the landlady, has a visitor in the person of Safari O'Toole. Miss Brooks' life is made difficult by Safari's latest jaunt.

7 THE VISE—Mystery
"The Eighth Window" concerns a jewel thief who finds a huge diamond in South Africa. To cut the diamond he kidnaps a Dutch expert. Victor Crane, Robert Arden; Diana, Beverly Brooks.

8 MINIATURE PLAYHOUSE

36 MY HERO—Comedy

40 BIG STORY—Drama

10:00 4 CITY DETECTIVE—Drama
"The Hypnotic Wife." Lt. Bart Grant is called in to solve the curious crime of a murder apparently committed by a woman in deep hypnosis.

5 THE LINEUP—Police Files
"Danny Burke." The owner of a boarding house is brutally slain. Lt. Gutherie and Insp. Grebb check on all the permanent residents of the home and find no one.

7 MY HERO—Comedy
"Cinderella's Revenge," with Robert Cummings starring as Beanblossom.

8 MOVIE—To Be Announced

13 NEWS AND SPORTS

32 SPORTS STORY

40 FRANKIE LAINE SHOW

10:15 13 MOVIE—Western
Movie Marquee: "Three Desperate Men." Three brothers become outlaws after one is unjustly accused of murder. Preston Foster, Jim Davis, Virginia Grey.

32 MOVIE—Drama
See Tuesday at 11 P.M.

10:30 4 MR. DISTRICT ATTORNEY
The D.A. seeks to smash a gang of department store hijackers.

5 NEWS—Pat Hernon

7 NEWS—Lee Giroux

40 MEET MILLIE—Comedy

10:40 7 SPORTS DESK—Lee Giroux

10:45 5 NEWS ANALYSIS—Winter

7 SAN FRANCISCO TONIGHT
Singer Helen Forrest is the featured guest. The cast joins in "Hoop-de-dooh." Bill McGraw emcees.

11:00 4 Sherlock Holmes—Mystery

5 Dance Party—Music

40 Late News

11:15 40 MOVIE—To Be Announced

11:30 4 MOVIE—Comedy
Owl Theater: "Stop That Cab." A fun-filled adventure involving a cab driver and jewel thieves. Sid Melton, Tom Neal, Iris Adrian.

5 MOVIE—Drama
Late Show: "Night Wind." Story of a canine paratrooper and enemy agents. Charles Russell, Virgina Christine.

12:30 4 Chronicle News

Stations reserve the right to make last-minute changes.

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"Where Quality Is a Responsibility and Fair Dealing an Obligation"

Sherlock Holmes, Dr. Watson confer.

Sherlock Holmes

PROGRAM OF THE WEEK

The Sherlock Holmes cult—and non-cultists, too—should be pleased with the newest telefilm exploits of Sir Arthur Conan Doyle's favorite private eye.

Produced on location in London and Paris by Sheldon Reynolds, who conceived TV's long-established *Foreign Intrigue*, *Sherlock Holmes* bears the Reynolds stamp of imaginative writing, creative production and suspenseful storytelling.

Low-key writing, acting, directing, even lighting mark each episode, with emphasis on cranial activity rather than mayhem.

Ronald Howard, son of the late Leslie Howard, does a fine job in the title role. H. Marion Crawford plays Watson, Sherlock's sidekick, as a skillful aide, not a bumbler. He and supporting players, mostly British, are top-notch.

Colonel March

Headache looms for Colonel March.

Boris Karloff, once the most terrifying of movie monsters, is now playing a soft-spoken and amiable British detective who terrifies only the criminals he pursues. It's quite a switch in characterizations, but *Colonel March of Scotland Yard* should win Karloff almost as many fans as did his grotesque movie roles.

The show spins a strange yarn each week, making for good viewing even though some tales lack credibility.

Colonel March concentrates on bizarre and often eerie themes. One program dealt with a crazed explorer who disguised himself as the famed "Abominable Snowman of the Himalayas" to carry out nefarious schemes. Another told of a group of British scientists who claimed to have discovered the Missing Link. Naturally, there's a murder or two on each show.

As the one-eyed elder statesman of The Yard, Karloff solves the mysterious doings with ease, but usually only after jeopardizing his life. Supporting players are good. The show looks tightly budgeted, but if the stories remain offbeat, that handicap won't be impassible—*R.S.*

FINE TUNING By Ollie Crawford

Topper's Neil organizes Society for Prevention of Disparaging Remarks About Dogs. And he's not just woofing.

•

The society is open to anybody who knows what disparaging means.

•

Neil is the St. Bernard with a hip flask converted into a neck flask. He carries it because it makes him weak to see anybody freezing to death in the snow.

•

He can carry 12 quarts of brandy, including the quart that's in the barrel. He's sort of a lap dog, because he really laps it up.

Neil is really the canine who can't say, "Nein."

•

His major point is that dogs don't go around saying it's a people's life. His claim is that dogs don't even write peoplerel.

•

Neil says that the way some persons talk about dogs is a peoplegone shame.

•

The only fellow he finds no fault with is some guy named Three Star Hennessy.

•

Neil says it's all right for the country to go to the dogs, because it started out with Columbus' bark.

CONFIDENTIALLY...

by Earl Wilson

Bob Hope To Do Oscar Telecast: Gags And Gushers For Ben Blue

NEW YORK . . . Bob Hope's a hard man to tie down, but NBC's New York office says he's agreed to M.C. the Academy Award nominations from the Burbank color studios ("Color City") Saturday, Feb. 12 . . . Ray Ryan and comedian Ben Blue have formed the Ben-Ray Television and Oil Co., to invest in TV shows (including a series starring Blue) *and* in oil wells. They hope to make a profit on TV and keep some of it by charging off their oil well losses. "But, asks Ben, "what if we make money on our oil wells? We'll be stuck with a lot of profit."

■ *Don't credit any stories about impending bust-ups of big husband-and-wife TV teams. If they're really BIG, the financial stakes involved are too large to allow their emotions to interfere with profits.*

■ Jackie ("Millionaire") Gleason can't move to Hollywood under his New Deal. So, for his half-hour film series, he's going to raid Hollywood movie studios for some top cameramen and maybe even a producing genius or two . . . Peggy King says her biggest kick so far came when the paper in her home town (Ravenna, Ohio) ran her picture on Page One. Peggy was unhappy when *The George Gobel Show*, on which she sings, brought in Jeff Donnell as Gobel's wife—Peggy's assignment—but she's taking it in very pretty stride.

■ *On a recent visit to New York, Red Skelton reported to police that his pocket had been picked of $1800. He asked for no publicity, but police did try to find the thief. A couple of nights later, the sometimes forgetful Red picked up a joke book on his night table. There was the money, tucked inside—for safekeeping!*

■ Despite the wolf whistles, Leigh Snowden, who looks like Marilyn Monroe, wasn't placed under contract by Jack Benny after her appearance on his show . . . One of the greatest gag-wasters is Groucho Marx. The 20 or 30 minutes of Marx remarks cut out of his show in editing every week aren't even saved. NBC is now planning to do something about that.

Seagram-Distillers Corporation, New York City.
Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

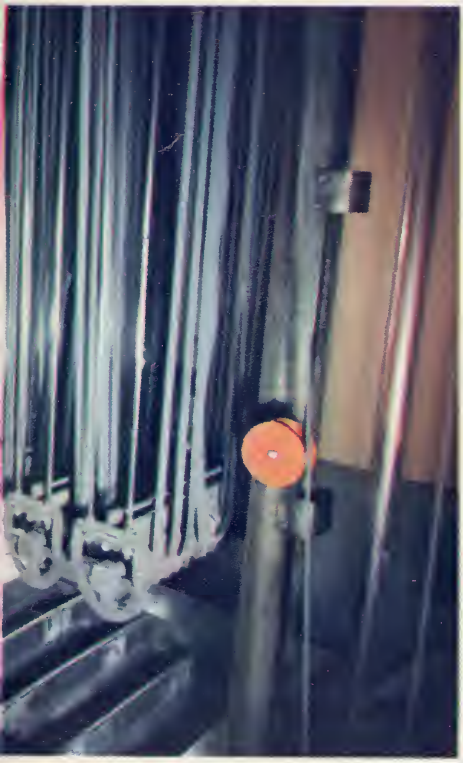
TV Assembly Line

The process: the negative (left) is fed to the top of the machine (where film density is controlled electronically and automatically), and makes contact . . .

It's a safe bet you have never seen it. It remains one of the least publicized operations in Hollywood. But almost every TV star worthy of the name has gone through the mill there.

"It" is the Consolidated Film Industries, Hollywood's oldest and biggest laboratory. This three-acre, $10,000,000 plant in the heart of Hollywood processes literally millions of feet of film every year—90 percent of it for TV. Every week it is responsible for the film for *I Love Lucy, Groucho Marx, Liberace, Burns and Allen, Medic, My Little Margie, Waterfront, Four Star Playhouse* and many others.

A unique continuous film processing enables the lab to thread a negative into one end of a complex machine-and-belt assembly line and let it ride.



. . . with raw printing stock; which then goes (center) to developing tanks, after technician checks it under safelights; and finally (right), to projector.

A finished-and-dried contact print emerges in a projector at the other end and is flashed on a screen for viewing. Black-and-white prints take just 45 minutes; color, two hours.

This is a volume business, with profits counted in mils rather than pennies. Charges run from one to 20 cents a foot, depending on the kind of work. Cost of the average 24½-minute TV film is around $2500, including the negative and one print, as well as charges for developing the production negative of triple or more the final footage; for dialog, music and sound effects sound tracks; for optical effects such as lap dissolves, fades, superimposing and title. A network show may need some 40 prints at about $30 each—$90 in color.

Wanted: Strange Talent

BARK LIKE A DOG, FLIP A DAGGER, AND A CAREER IN TV MAY BE YOURS

JUST how specialized can you get? In TV, apparently, there's no limit. For instance, there are people who draw substantial weekly pay checks for such curious chores as dagger-flicking, wood-carving, chimp-garbing, gam-glamorizing and bow-wowing.

These aren't actual payroll titles of these jobs, but they could be.

The dagger-flicker, for instance, is Arthur Hughes. Every Tuesday night, flat on his back, out of range of the camera's eye, he reaches up and flicks a dagger so that it will be vibrating when *Danger*, with its neatly-speared title card, goes on the air.

Bud Mennella and Roy Waldron are chimp-garbers. As co-owners and trainers of J. Fred Muggs, Dave Garroway's simian scourge on *Today*, they have to bathe and dress the hairy little fellow and his new female playmate every day.

David Gilleylen, who works for puppeteers Bil and Cora Baird, is a wood-whittler. He's a carver who fashions clever puppet heads, arms and legs used by the Bairds on their shows.

Television is full of memory-prodders and status-quo-ers. The former are the fellows who hold up the cue cards whenever a performer threatens to botch up his lines. The status-quo-ers are the network employes who run around making sure that everything is exactly in place before each soap opera instalment. But there are much rarer jobs than these.

One of them is held by Frank Wayne. He's a pie-paster. His job is to

think up the gags in which people get pasted in the face by pies on *Beat the Clock.* Wayne doesn't throw the pies—that's a job for *another* specialist; but he's the brains behind the whole custard-crammed business.

Over in the Mark Goodson-Bill Todman stable, Allan Sherman is a trivia-tracker. As producer of *I've Got a Secret,* he ferrets out pygmy scalps, rhinoceros hides, flamingo tongues and almost anything else you can think of, for display on the show.

Strictly anonymous (up to now) has been Frankie Milano, who reportedly makes $50,000 a year as a bow-wower. When it comes to bow-wows, Milano is in a class by himself. He has barked for "Gala-Pootchie Pup" on *Rootie Kazootie.* He has played Rip Van Winkle's dog. He has even played *two* dogs at once, teaming in a scrap with a wildcat on a TV horse opera. When he's not barking for a living, Milano makes noises like gorillas, elephants, lions, flies and even octopuses. Or octupi.

Anonymous (still) are the gam-glamorizers assigned to the various Arthur Murray shows, whose job (and a very nice job, too) is shellacking the legs of the Arthur Murray girl-type dancers.

And, finally, there's Patricia Phillips, employed by *Howdy Doody* until recently as a crisis-averter. During each telecast, Patricia sat in the back of the house, intently watching the small fry in the audience. As soon as she saw a telltale fidget, she swept down like a mother wren, scooped up the squirmy little one, and took off at a gallop for the nearest rest room.

the Rock and the Heart

AN EX-PUG DISCUSSES HIS FAVORITE GIRL

By Rocky Graziano

This actin' racket ain't so different from the fight business. There's good people in it and there's bad people in it, but you'll have to go a long way before you meet anybody as nice as my girl Marta.

As far as I'm concerned, Marta Raye's the queen. She's the kind of good, big-hearted person who don't forget the people who are down.

Since I been with her show, I seen plenty of times when she's helped actors and actresses who are down on their luck. She'll talk to the producers, the directors, the writers to see if they can't write them into the show. And plenty times, I've heard her tell Nick Condos, her manager that used to be her husband: "Hey,

◀ 'Goombah': Martha Raye pays visit to Rocky and his TV 'parents' in a skit.

'Marta': she works the hardest. ▶

Nick, write so-and-so a check for fifty or a hunnerd."

Marta's been a good friend of mine. I guess she changed my whole life, what with gettin' me into this actin' dodge and all. It's funny the way things work out. I'm fightin' Chuck Davey, see, and he beats me. Maybe I shoulda catched him, but he's a good little fighter, and, anyways, he beats me. So there I am sittin' in a hotel room in Chi the day after the fight, wonderin' what I'm gonna do.

Fightin's my business, see, and now it looks like I ain't gonna be fightin' no more. Then this guy Nat Hiken calls me, and wants to know am I innarested in going on the Marta Raye television show.

Well, I been on a coupla television shows. They say . . . "An' here he is, the world middleweight champeen, Rocky Graziano." Then I come out and take a bow, and give 'em this with the hands, and tell 'em about who I'm gonna fight next. For this I pick up 300-500 bucks. So I ask him how much for the show and he says 500 bucks and I say all right.

But when I see Nat in New York he's got this whole big script he wants me to do. I says I ain't no actor. You gotta go to school to learn how to be a actor and I ain't hardly been to school long enough to learn how to read and write. You wanna actor, I tells Nat, you get yourself a actor.

Well, he makes me come back. He says he's trite 10-15 actors for the part and they don't do it right. And he gives me this line to read. I still remember it. It says: "Well, Marta, I think I'm gonna go home."

Everybody says that's great. They

A 'natural': Milton Berle brushes up Rocky's acting as Martha stands by.

say I read it just right. I don't know what they're so excited about. I been talkin' just like that all my life. So first thing you know, I'm actin', just like everybody else.

I played Marta's boy friend, right from the start. Cesar Romero is on that show and he comes in for a date. He starts gettin' tough with me, and then he asks me my name. "Rocky," I say. "Rocky Graziano," and he does a double take and goes over and hides behind the couch.

That was the first show, and I still remember all the lines. That's one thing I never have trouble with, rememberin' the lines. They give me whole big scenes now and I remember them good. I figure if you forget a line, you can spoil the whole show, and I wouldn't do that to Marta's show for a million dollars.

She breaks me up sometimes when she says funny stuff that ain't in the script. Like there was one show when I recite some stuff by this Shelley fellow (Percy Bysshe, 1792-1822). When we are sayin' our goodbyes at the end of the show, Rise Stevens turns to me and says: "Hey, Rock. I seen you the night you fight Tony Zale." And Marta says: "That was one of the nights he was bein' a poet." I like to die laughin', right on camera.

Once in awhile, I break *her* up, with somethin' that's in the script. Like the time I come to see her on the show and she's wearin' a negligee. "Why, Marta," I say. "You ain't dressed." "Yes, I am," she says. "I'm wearin' this bathrobe." And I say: "That can't be a bathrobe, Marta. It ain't got your name on the back."

She made up "Goombah," like that, right in the middle of a show. "Thanks, Goombah," she says, and she's been doin' that ever since.

We work eight straight days on each show, from 11 A.M. to 6 P.M. Marta works harder than anybody. That's probably the reason she collapsed down in Miami, where she was gonna do that night club show.

Marta's always bouncin' around, kiddin' everybody. She burns up more energy than a guy in a 15-round fight, and it's no wonder she finally got tired out.

Marta's done a lot for me, not countin' bein' on the show. I never hung around with nobody but guys with flat noses and cauliflower ears. I never got dressed up, hardly ever shaved. Why, I guess I never wore a tie in my whole life until I started hangin' around with Marta in this actin' business.

Marta's been introducin' me to people, too. I guess she knows just about everybody, and I get so I can stand around and talk to these people, just like anybody. I figure people ain't much different, no matter who they are. They just talk a little different.

Because of Marta, I met a lot of big people. Movie stars, big singers, and wonderful girls like Margaret Truman. I met her father once, down in Washington, and it was real funny. He put up his hands like this and says: "Hiya, Rocky. You wanna go a coupla rounds?" And him the President of the United States!

That was one of the big moments in my life. Being the middleweight champ was another one. And the third big one was meetin' my girl Marta.

But if merchandising were the reason for the switch, it couldn't be proved by Bullets Durgom, Gleason's personal manager, who vows that there is absolutely no merchandising clause in Jackie's new contract. Whether Gleason will be out selling Buicks between shows, then, is at least doubtful. It's fairly certain, though, that he will at least drive a Buick. He has been told to go ahead and design his own special auto, and Buick will build it for him. So far, he's decided only on the color—"irridescent blue."

* * *

Over at NBC, one of those spokesmen who won't be quoted insists that the Kudner agency prompted the switch. His thesis is that Kudner has been gunning for NBC ever since the network tossed *Martin Kane* (another Kudner show) off the air to make room for a full hour of *Lux Video Theater.* The chance to take Buick's business away from NBC and hand it to competing CBS was sweet revenge for *Martin Kane,* former private eye—and Kudner. At least, so goes that rumor.

* * *

Then there's the vice president of another advertising agency, one who has his ear to the pavement around TV row—and a theory. He points out that Gleason's Buick show will be on film and that, because of the problems concerning rights for rerunning the films, there can be only one sponsor. Gleason's current program has three sponsors—none of which, according to the veep, has enough money to sponsor Gleason alone on film. Buick does.

* * *

There are more rumors, half-truths and angles. One obvious reason for the switch is a simple one, and that may be why none of the insiders considered it. Gleason had just been named No. 1 on television by three of the top rating systems—Nielsen, Trendex and American Research Bureau. Any sponsor should be interested in having the medium's top star working for him, and when an opportunity to buy Gleason was presented to Buick, Buick bought. And that seems to be the story. Presented with a choice between continuing sponsorship of a comic who is "somewhere in the Top Ten," and sponsoring what was then the No. 1 show on the air, Buick picked Gleason.

* * *

So how did Gleason get Berle's job? First, by being tops in the ratings during the time Buick was making its decision. Second, by being available. Third, by having a show-wise, astute business manager like Bullets Durgom. Fourth, by taking advantage of one or all of the circumstances reported above.

Berle is more or less unperturbed by it all. His manager, Irving Gray, can be quoted as saying, "So what?" He saw no trouble in finding another sponsor for Uncle Miltie and Berle himself kidded the whole business on the air. Actually, not too much but Miltie's pride was hurt. He still has a fat contract with NBC—a 30-year number that provides a fine salary for him whether he's performing, producing or merely consulting.

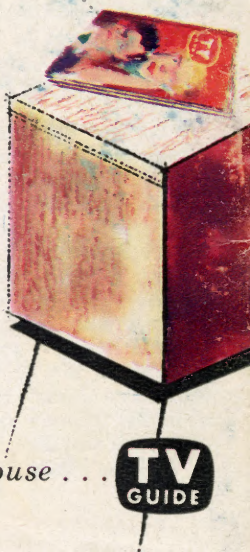
There's this to be said for Gleason—he bears Berle no ill will. And his conscience doesn't bother him a bit. Says Jackie: "I don't get any thrill out of taking Milton's sponsor from him, and he's anything but on the downward path. He's still high on the ratings, don't forget."

No one's forgetting—— especially Milton Berle.

How to Keep a Husband Home

by Liz (*Joan Caulfield*) Cooper

You might try drugging his coffee . . . or hiding all his clean shirts. But by far the best persuader since the ball and chain is the TV set . . . and a copy of TV GUIDE.



After *your* favorite husband consults TV GUIDE's detailed program listings, he's sure to park in front of the TV screen for the entire evening. In fact, I'm forced to hide TV GUIDE whenever I want George (*Barry Nelson*) to take me out!

No doubt about it, a subscription to TV GUIDE is a surefire way to keep a husband from flying the . . . uh . . . 'Coop'-ers!

It's so nice to have a GUIDE around the house . . . TV GUIDE

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